

RETAIL

## Harrods dissects foundations of style with help from menswear influencers

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*Harrods' Anatomy of Style campaign*

By STAFF REPORTS

British department store Harrods is getting to the heart of contemporary men's style through the perspectives of four fashion personalities.

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"Anatomy of Style, the Masters of Menswear" gathers four voices in male style for a candid conversation on their wardrobe tips. While in-store style experts still help consumers navigate their style decisions at point of sale, this digital content enables Harrods to provide inspiration to its audience before they shop, whether in-store or online.

Suiting up

Included in Harrods' film is Nick Wooster, the former men's fashion director at Neiman Marcus who has since consulted for the likes of Tiffany & Co. and Cadillac. Along with his 30-plus years in the industry, Mr. Wooster has amassed a strong following on social media.



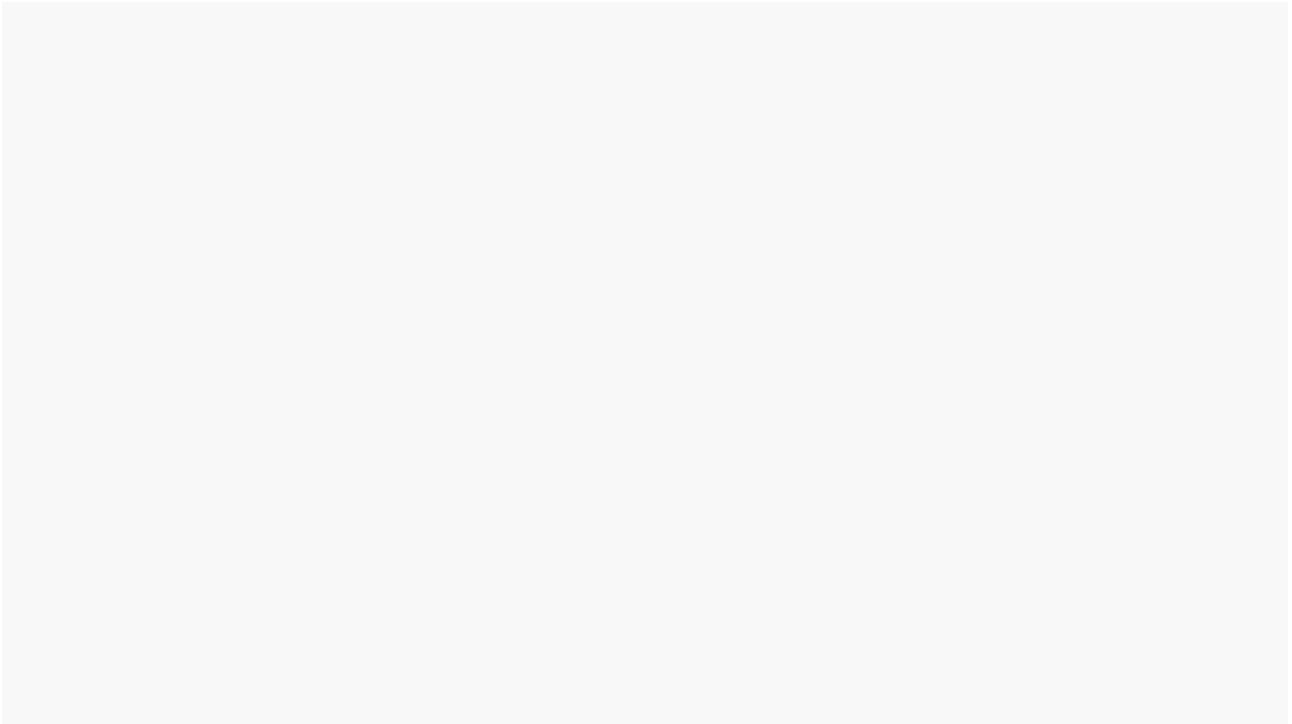
*Nick Wooster*

Also featured is Matthew Zorpas, the man behind The Gentleman Blogger, who has made it onto best-dressed lists by Esquire UK and British GQ.

Instagram influencer Fredrik Risvik also joins the campaign, as does banker, freelance editor and influencer Olof Nithenius.

Harrods film finds the four men casually sitting around tables in a restaurant. Esquire UK style director Teo van den Broeke moderates the discussion, asking his companions to share their thoughts on everything from clothing upkeep to whether style is more innate or learned.

The men talk about the changing channels where men source their style ideas, the difference in shopping habits between men and women and some of their current favorite brands.



Men's fashion, dissected... @nickwooster @olof1982 @fredrikrisvik and @matthewzorpas take a sartorial view with @teovandenbroeke for #anatomyofstyle. #HarrodsMan

A post shared by Harrods (@harrods) on Mar 6, 2017 at 1:49am PST

On Harrods' Web site, consumers can explore edits of apparel picked by each of the panelists. With diverse personal styles, these sartorial suggestions range from sneakers and streetwear to bow ties and suits.

Part of building a luxury shopping experience in an ecommerce environment revolves around content.

As Amazon continues to threaten department stores, luxury retailers are fighting back by intertwining purchasing options with editorial content, according to a recent report from L2.

While Amazon's discounts help it appeal to the masses, it lacks in areas such as editorial content and an aesthetically pleasing shopping experience. Luxury department stores shine in this area and must effectively balance editorial content with purchasing capabilities to compete with the online giant ([see story](#)).