

FOOD AND BEVERAGE

## Louis XIII pops up at Harrods to fete life's precious moments

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*Louis XIII's Harrods pop-up*

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By STAFF REPORTS

Louis XIII de Rmy Martin is taking over Harrods' exhibition windows with an homage to celebratory events.

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Up from March 30, Louis XIII's first pop-up boutique at the London store features scenes that bring to life moments such as a wedding or a red carpet affair. This temporary retail outlet gives Louis XIII the opportunity to drive awareness among passersby while also engaging interested buyers in a branded space.

### Popping up

Louis XIII took over five windows and an interior area for its pop-up. For its concept store, Louis XIII relied on 3D mapping to immerse visitors in scenes.

A wedding tableau shows a virtual bride and groom toasting and dancing surrounded by gifts, a tiered cake and flowers.

Another scene shows a tuxedoed man emerging onto a red carpet that is flanked by silhouettes of paparazzi.

An "Ultimate Legacy" window transports passersby to a library, where an open book turns a page on Louis XIII's history.



### *Louis XIII Harrods pop-up*

This pop-up marks the first time that the entire Louis XIII range is available in a dedicated retail environment in the U.K. Consumers will be able to browse and buy everything from a mini 50ml bottle to the brand's Le Mathusalem, a 6L bottle that is the largest crystal decanter of cognac ever made.

"We are excited to once again work with the world's most esteemed department store, Harrods, on this pop-up which brings the entire Louis XIII collection under one roof," said Ludovic du Plessis, global executive director of Louis XIII, in a brand statement. "We could not think of a better partner to present Louis XIII as the ultimate instrument to celebrate the most memorable moments in life."

The store will be up until April 25.

### Louis XIII Pop Up Boutique at Harrods

For the cognac house, branded retail environments are becoming an increasing part of its outreach strategy.

Louis XIII recently created a space for consumers to explore its history and experience its cognac with the opening of its first boutique.

Housed in the upscale Beijing SKP mall, Louis XIII's storefront is seen as an opportunity to meet clients face-to-face, offering them bespoke services and experiences that go beyond cognac. Even with many luxury brands moving online, marketers are still finding value in the traditional bricks-and-mortar store ([see story](#)).

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