

RETAIL

Harrods influences summer shopping with Italian jaunt

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Image from Harrods' *Endless Summer* effort

By SARAH JONES

British department store Harrods is jet-setting to Italy's Amalfi Coast to share fashion and beauty inspiration for warmer weather.

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The retailer's "Endless Summer" content campaign transported six international influencers to Positano for a photo shoot centered on Tom Ford Beauty. Retailers are increasingly looking to tap the established audiences and trusted voices of influencers, asking these personalities to serve as both models and experts.

"The strategy behind this campaign is to highlight Tom Ford as a lifestyle brand, real and accessible," said Nicole Larrauri, president of **EGC Group**, Melville, New York. "Showcasing trusted lifestyle influencers lends credibility and organic content, something every marketer is looking for.

"More than ever, word of mouth and brand influence drives consumer engagement," she said. "Our own research shows us that campaigns that have organic and aspirational content drives views, clicks and purchases."

Ms. Larrauri is not affiliated with **Harrods**, but agreed to comment as an industry expert. **Harrods** was reached for comment.

Primping in Positano

Harrods' effort centers on a short film. At the start, the retailer sets the scene, showing the high cliffs along the coastline and the waves coming up on shore.

The women board a boat and are taken on a sea-level tour. The film captures them acting naturally as they recline on the deck or snap a photo of a fellow campaign face.

Back at a house, two of the women stand in front of a bathroom vanity doing their makeup amid giggles, giving Tom Ford Beauty product placement.

Endless Summer - Snapshots Of Style

On a dedicated page of Harrods' Web site, consumers can explore the campaign and the personalities featured in

more detail.

A quote from Tom Ford himself appears at the top, reading, "As John Steinbeck once said, Positano is a dream place that isn't quite real when you are there and becomes beckoningly real after you have gone."

Below, each blogger or influencer shares her tips or thoughts on summer beauty, travel and wardrobe.

Brazilian blogger Camila Coutinho, who boasts more than 2 million Instagram followers, shares her habit of putting beach texture spray on to give a fresh from the water feel even without the beach.



Camila Coutinho for Harrods' Endless Summer

Danish/Australian photographer Sarah Mikaela shares her packing struggles, while Glamour Brazil international editor-at-large Vic Ceridono explains her method of making mood boards before she fills her suitcase.

Other personalities in the feature include German influencer Nina Suess, blogger Sandra Hagelstam and Brazilian born influencer Camila Carril.

Consumers who view the feature are encouraged to shop via product selections embedded in the page.

Aside from Harrods' content, the women themselves shared their experiences, bringing added attention for the Tom Ford brand via social media.

Content creators

Influencer campaigns offer retailers the opportunity to share product suggestions and other ideas with consumers through a third party's voice.

Harrods previously got to the heart of contemporary men's style through the perspectives of four fashion personalities.

"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 ([see story](#)).

Similarly, fellow British department store chain Harvey Nichols embarked on an Arthurian-style quest for the ideal beauty collection.

The retailer launched a five-week content series that searched for the "Holy Grail" across five cosmetic categories with help from five expert ambassadors. The beauty industry is filled with new launches and a seemingly endless array of choices, making this round table an opportunity for consumers to test out products through a personable proxy ([see story](#)).

"Multi-brand retailers are using influencer marketing to become more than just retailers, but publishers," Ms. Larrauri said. "Their content looks and feels like editorial in style, which drives customer engagement, which therefore drives in store traffic and purchases."

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