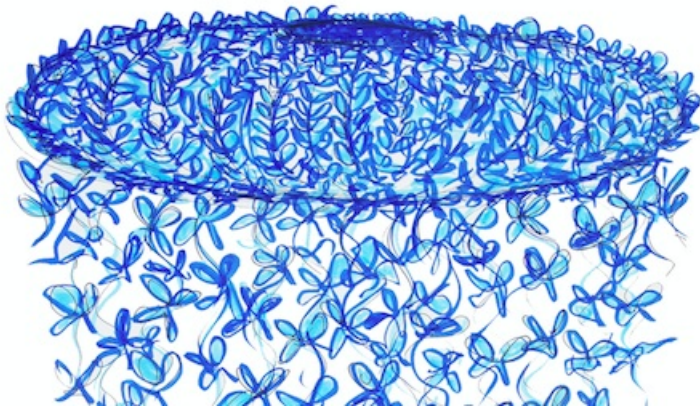


RETAIL

Harrods to host Social Butterflies series of summer events

May 16, 2017



Harrods Social Butterflies series will feature designs by Zoe Bradley

By STAFF REPORTS

London department store Harrods is launching a series of in-store events this spring and summer geared toward socialites entitled "Social Butterflies."

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The series celebrates the British summer social season. Events will include talks and parties inspired and hosted by different personalities from the world of fashion and luxury.

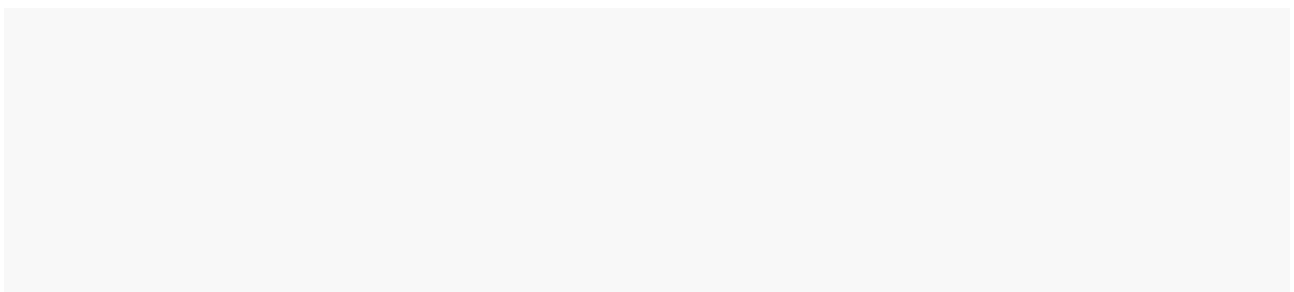
Social butterflies

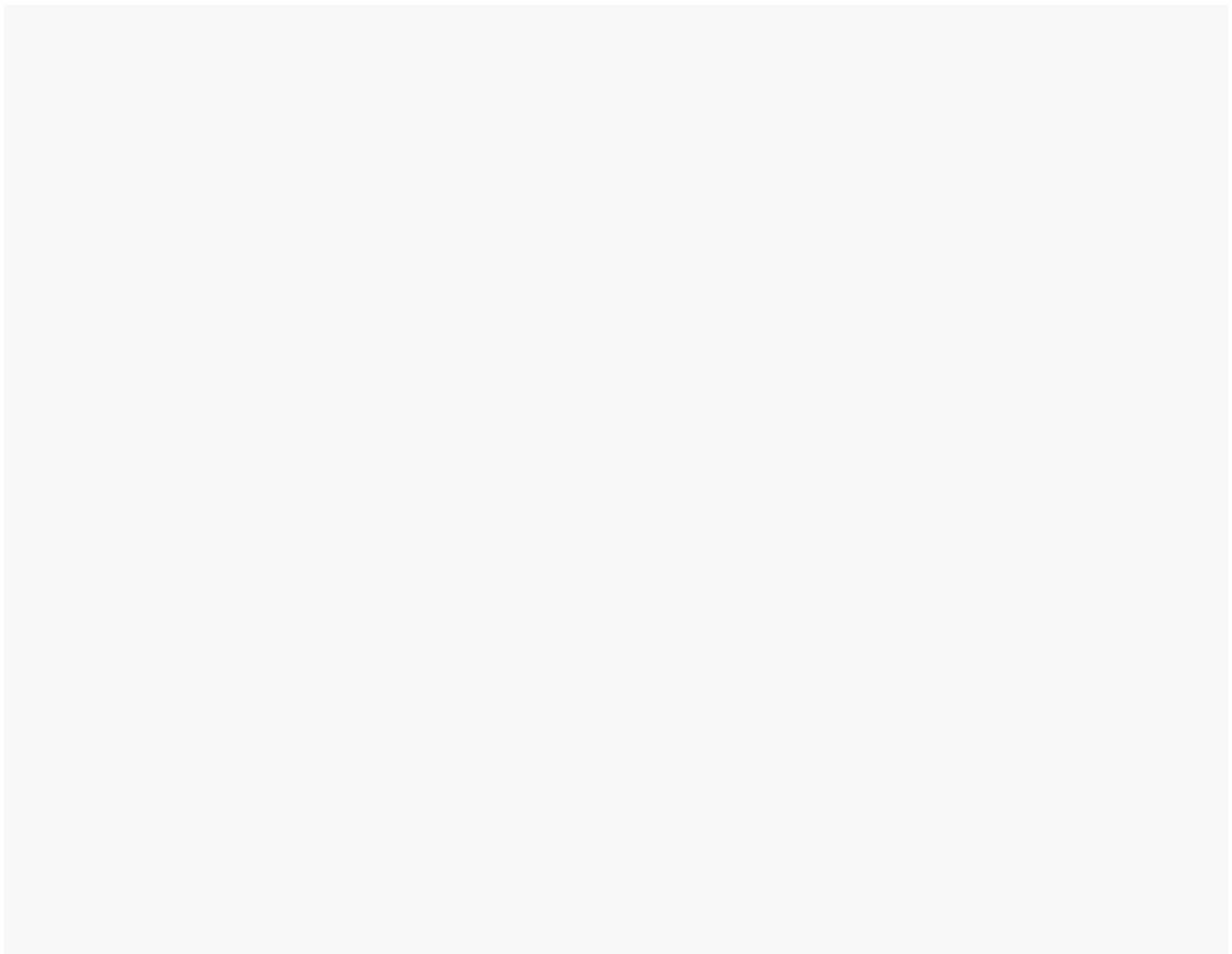
The events in the Social Butterflies series will begin this month and go until August, when the summer ends.

Events will include a variety of activities from social events to shopping. Harrods will host an afternoon tea party inspired by the designs of Sophia Webster's spring/summer 2017 collection.

Throughout the summer, Harrods will provide customers with a personal styling service from lifestyle experts who will prepare them for the social events they will be attending throughout the warmer months.

Designer Zoe Bradley has also designed a butterfly-themed chandelier that will hang over one of the entrances to Harrods in Knightsbridge, London.





Take flight and flutter by our #HarrodsHome to discover the @zoebradleydesign installation on the (Ground Floor) in celebration of Social Butterflies. #HarrodsSummer

A post shared by Harrods (@harrods) on May 15, 2017 at 6:36am PDT

Finally, Harrods will be home to pop-up shops from different luxury brands throughout the summer where customer can stop in to find exclusive products designed for that event only.

Harrods has been fully embracing summer as a season of special events, including a recent campaign based on the Amalfi Coast in Italy.

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 ([see story](#)).

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