

RETAIL

## Harvey Nichols goes all-American for in-store activation

June 30, 2017



*Harvey Nichols American-themed event is in partnership with American Airlines and Manchester Airport. Image credit: Harvey Nichols*

By STAFF REPORTS

British department store Harvey Nichols is taking its United Kingdom-based consumers on a transatlantic adventure to the United States.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Harvey Nichols' Manchester location on July 1 will host an in-store activation with an American theme, just as consumers stateside prep for the Fourth of July. In the U.K. and elsewhere in Europe, it is common to throw American-themed parties that poke subtle fun at U.S. revelers' perceived love of red solo cups, all things donning stars-and-stripes and hamburgers.

### Stateside appeal

Harvey Nichols' "all-American" weekend is presented in partnership with American Airlines and the Manchester Airport.

On July 1, consumers visiting Harvey Nichols' Manchester department store between 9 a.m. and 7 p.m. can listen to live DJ sets, enjoy drinks and cocktails and view live street art by muralist duo Nomad Clan.

Harvey Nichols' ground floor beauty hall will host makeup masterclasses and category experts will speak to the latest travel beauty essentials.

The first floor will assist consumers in getting summer-ready with personalization and styling from apparel brand Uzma Bozai and Melissa Odabash swimwear.

Up on Harvey Nichols' second floor, guests can enjoy wines and spirits from the U.S., candies at the Sugarfina boutique, Tumi luggage customization and complimentary gin tastings with Manchester Three Rivers Gin.



Join luxury candy boutique Sugarfina instore this weekend for the sweet taste of America! #HNManchester

A post shared by Harvey Nichols Manchester (@hn\_stylists\_mcr) on Jun 30, 2017 at 4:52am PDT

American Airlines will also be raffling off a trip to the U.S.

Between June 29 and July 6, Harvey Nichols' second floor bar and brasserie will serve American-style dishes and cocktails.

The themed menu includes dishes inspired by stateside steakhouses and retro ice cream sundaes, made with flavors such as peanut butter and jelly. Themed cocktails will be created with Manchester Rivers Gin and St. George Gin.

Similarly, but on a larger scale, Harvey Nichols paid homage to the culture, fashion, food and lifestyle of Italy with a festive campaign that looked beyond traditional holiday themes.

The retailer's "Britalia" campaign, supported by the Italian Ministry of Economic Development and the Italian Trade Agency, spanned digital content, in-store events, product edits and window displays. For Harvey Nichols, curating this whimsical Italian celebration may have helped differentiate it from other stores during an important shopping season ([see story](#)).