

RETAIL

Harrods to host Dolce & Gabbana takeover for the holidays

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Exterior of Harrods. Image credit: Harrods

By STAFF REPORTS

Italian fashion label Dolce & Gabbana will be putting its touch on department store Harrods' holiday festivities.

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Following Burberry's British Christmas campaign last year, Dolce & Gabbana will be bringing elements of Italian celebration to the London retailer throughout the holiday season. Luxury retailers frequently spotlight one label around the festive season, allowing for cross-branded appeal during the important shopping period.

Fashion festivities

According to a report in [British Vogue](#), the centerpiece of Dolce & Gabbana's effort in-store will be an Italian Christmas Market on the fourth floor. Recreating the feel of a piazza, the space will be embellished with colorful string lights.

Included within the market will be booths selling merchandise ranging from eveningwear to toys. Dolce & Gabbana will also have a painter on-hand to personalize handbag purchases.

Outside the store, Dolce & Gabbana will lend its aesthetic to a Christmas tree. Holiday windows will also immerse passersby in the experience, telling the brand story through marionettes modeled after the brand's designers Domenico Dolce and Stefano Gabbana.



Burberry's tree at Harrods in 2016. Image credit: Harrods

Dolce & Gabbana's takeover will launch Nov. 2, and will be up until Dec. 28.

Last year, British fashion label Burberry got Harrods shoppers in the holiday spirit with a magical tale.

"A Very British Fairy Tale" was narrated via the retailer's store window displays, inviting passersby to join two children as they explored an enchanted country house filled with surprising sights. For Burberry, this partnership offered enhanced visibility in a highly trafficked store during a key shopping period ([see story](#)).

French department store Printemps similarly enlisted Italian fashion house Prada to give its Paris location's holiday windows a high-fashion touch in 2013.

The display, entitled "A Joyful Obsession," is a colorful creation that is classically Christmas with visual elements that evoke the Prada brand, including a bold black and white checkerboard pattern and teddy bears. The windows allow Prada to acquaint more people with the brand's image and aesthetic in a memorable, joyous way ([see story](#)).

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