

MARKETING

## Luxury aims to make mom's day with gifting pushes

March 9, 2018



*Harvey Nichols suggested culinary indulgence for mom. Image credit: Harvey Nichols*

By STAFF REPORTS

Ahead of Mother's Day celebrations in the United Kingdom, luxury brands pushed gift ideas for consumers to honor the important women in their lives.

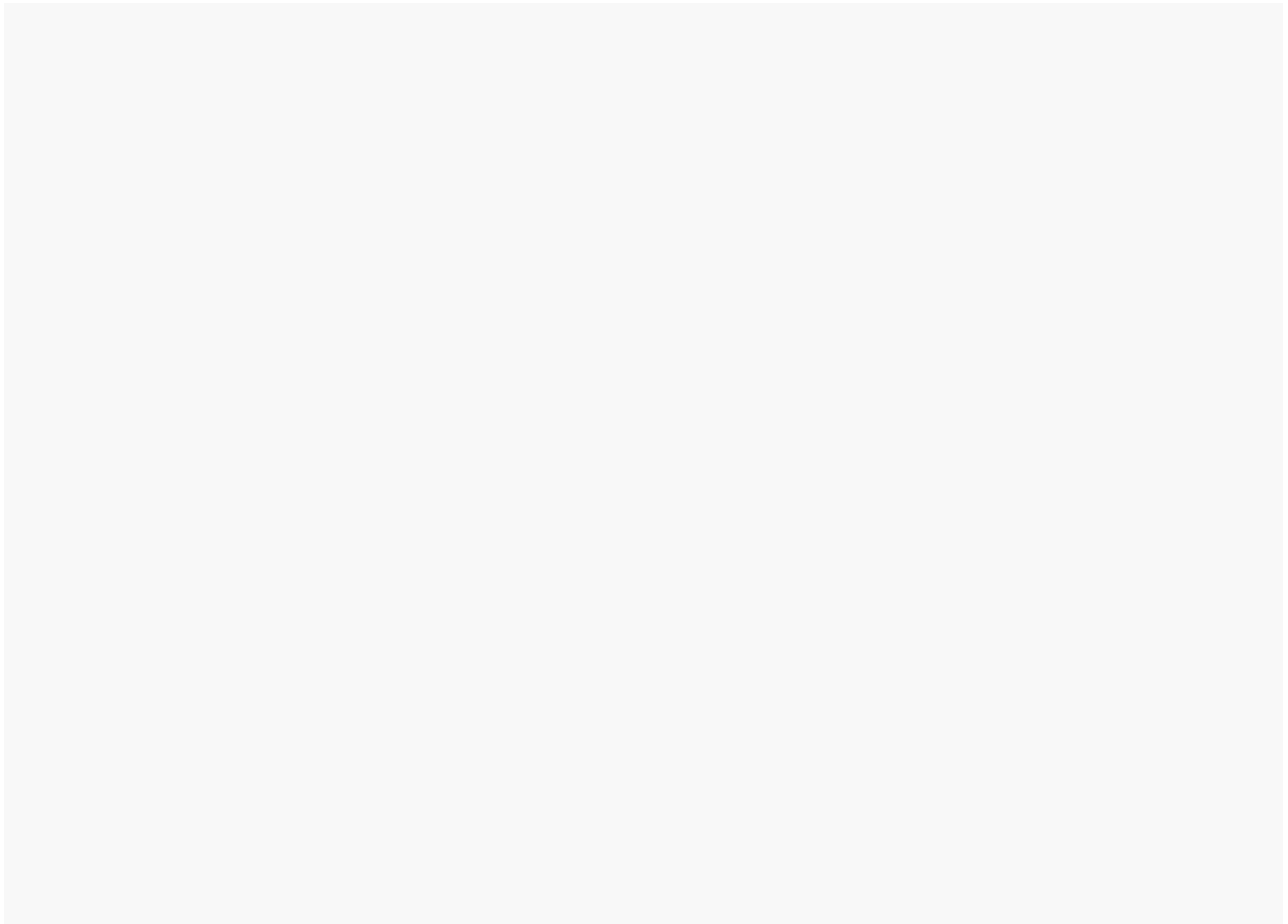
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Many luxury retailers marketed the March 11 holiday as an opportunity to curry favor with moms via everything from food to fashion. In 2017, Coresight Research estimated that Brits spend 1.4 billion pounds, or \$1.9 billion, on gifts, cards, flowers and services.

Mum's the word

Harvey Nichols cheekily presented ideas that would be sure to earn the gifter "favorite child status." Similarly, Selfridges suggested that giving a gift from its store might earn the child "brownie points" with their mom.

For Mothering Sunday, Fortnum & Mason launched a limited-edition Mother of All Teas caddy, which includes 400 tea bags of its Royal Blend. LVMH's Clos19 similarly offered a toast to mothers with spirits such as Belvedere vodka and Mot & Chandon Champagne.



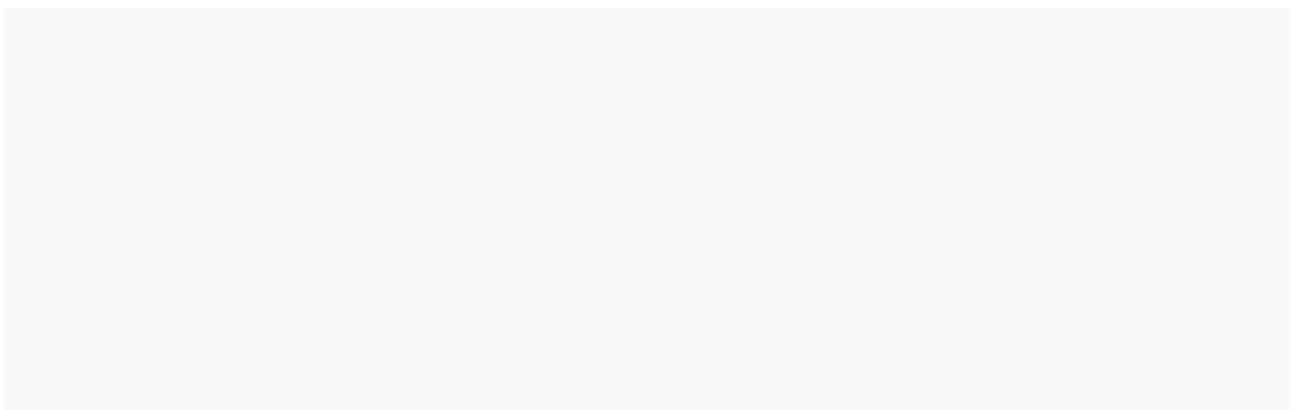
An unforgettable Mother's Day begins with a warming cup of tea or coffee in hand, or even something of the cooler, bubbly kind. To match, it certainly requires a crumpet or pancake finished with a spoonful or two of sweet preserve and a biscuit she can't help but dunk on the side. Luckily, this beautiful wicker delivers all of this and more... #Hamper #GiftBasket #Wicker #MothersDay #Fortnums | FortnumAndMason.com

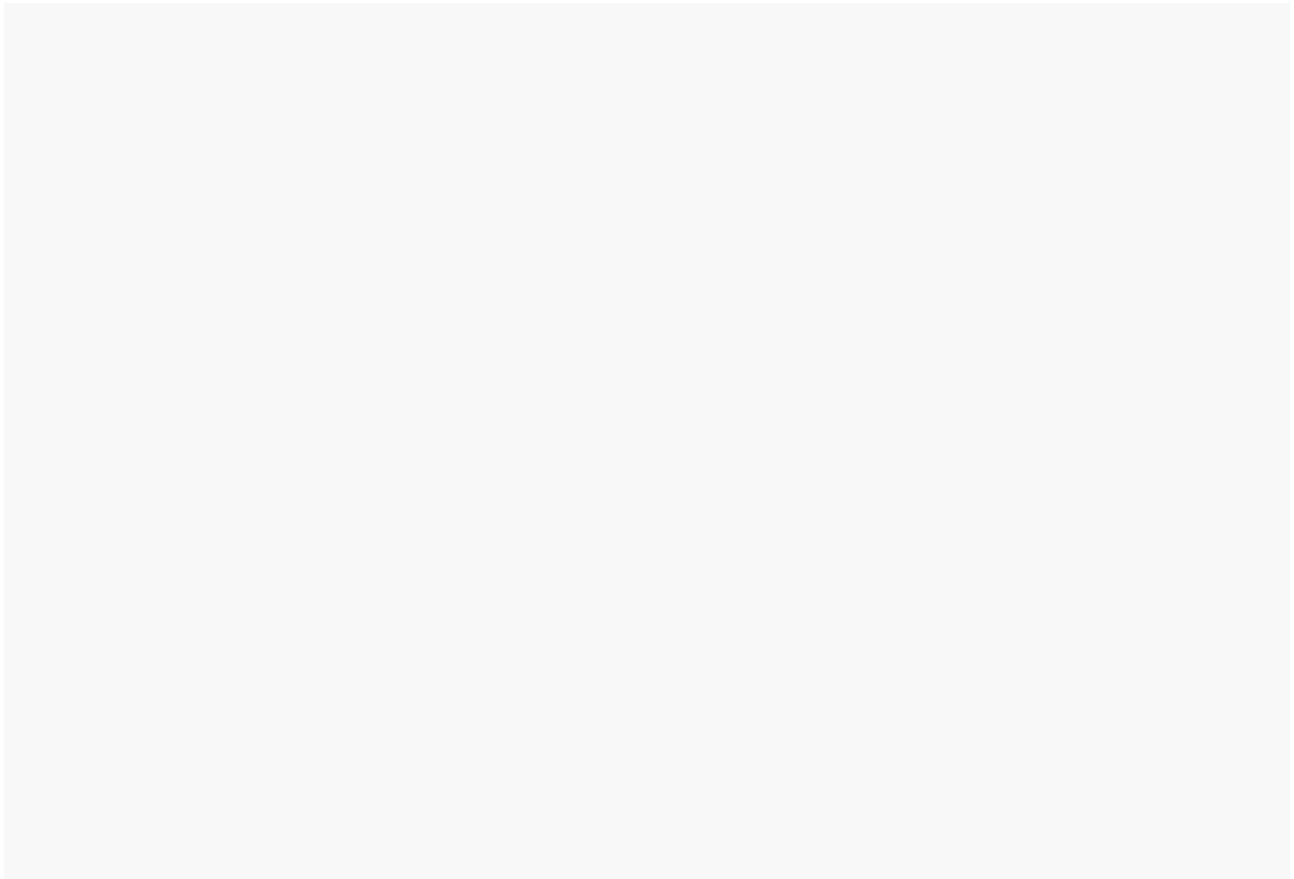
A post shared by Fortnum & Mason (@fortnums) on Mar 6, 2018 at 3:59am PST

Smythson's promotions included both leather goods and stationery, prompting consumers to show their affection for their moms through a card.

Beyond promoting its perfumes, Penhaligon's suggested Mother's Day outings, giving consumers ideas of where to take their moms on the holiday. The fragrance maker also interpreted its scents in artistic bouquets by local florists.

Rather than making a product-centric promotion, Stella McCartney sought consumers' memories of their mothers, asking them to post with the hashtag #MyMotherOnceSaid. Posted with family footage from the McCartney household, the post aims to connect over motherly advice.





My mum used to say "do unto others as you would do to yourself", something I try and remember every day... x  
Stella Post a picture of your mum on Instagram and use the hashtag #MyMotherOnceSaid alongside the best  
advice she ever gave you and it might be featured in our special Mother's Day post on the 11th March! .  
#MothersDay #LindaMcCartney #StellaMcCartney

A post shared by Stella McCartney (@stellamccartney) on Mar 7, 2018 at 7:29am PST

Britain will celebrate Mother's Day this Sunday, separate from when the holiday falls for the rest of the world. By focusing their attention on this holiday that only Britons are preparing for, it allows these brands to connect with their heritage and reach consumers with shared values ([see story](#)).

While those in other parts of the globe may not be officially celebrating Mother's Day this month, these promotions may get others thinking of their own Mother's Day plans for later this year.

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