

RETAIL

## Harrods' Taxi Tales recruits tastemakers to explore London

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*Harrods Taxi Tales continues from last month. Image credit: Harrods*

By DANNY PARISI

British department store Harrods is paying tribute to its hometown by recruiting some of London's cultural personalities to share their personal relationship with the city.

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Harrods' "Taxi Tales" brings in some of the top tastemakers in London's luxury and fashion worlds to talk about their unique history with London. The series shows Harrods' dedication to its home city as well as giving customers a better view of the brand's core values.

### Taxi Tales

In Harrods' series Taxi Tales, the retailer has recruited some of the biggest names in London to explore the city and talk about their personal history with their hometown. Those who are featured work at institutions that help to shape London's cultural scene.

In the two latest installments, the retailer recruited Tristram Hunt, director of the Victoria & Albert Museum, and Vanessa Kingori, publishing director of *British Vogue*.

In Mr. Hunt's episode, he rides in the back of a taxi as he speaks to the camera about his favorite hidden spots in London. From his preferred little-known bar to some of his favorite parks throughout the city, Mr. Hunt is clearly infatuated with London.

### *Taxi Tales: Tristram Hunt*

He also speaks about how easy it is, when you live in London, to forget about the world-famous landmarks all around you.

In Ms. Kingori's episode, she speaks about when she first came to London. Born in Kenya, Ms. Kingori grew up in the Carribean before moving to London with her family.

As a child being raised in tropical warm climates, the rainy, overcast city of London was quite a shock to a young Ms. Kingori. But she grew to love the city and its diverse populace after she began exploring the many

neighborhoods and boroughs of London.

#### Ongoing series

The latest iterations of the Taxi Tales series comes just a few weeks after Harrods made a major change to its marketing department.

Harrods has hired Amanda Hill to oversee its marketing and customer service.

Ms. Hill joins Harrods from A&E Networks, where she was most recently chief marketing officer for the television company. Along with Ms. Hill's appointment as chief marketing and customer officer, Harrods has restructured its marketing and digital teams ([see story](#)).

#### *Taxi Tales: Vanessa Kingori*

Most recently, the department store has focused on expanding its spirits collection.

Harrods is further investing into experiential shopping as it opens its new Fine Wine & Spirits Rooms.

Wine and spirits enthusiasts are now able to journey through impressive architecture to discover their new favorite labels and products. Harrods' new rooms will also host a series of events in an effort to establish the retailer as an authority within the alcohol industry ([see story](#)).

Harrods' Taxi Tales series began late last month with episodes featuring Paul Smith, Este Lalonde and more.

The latest iterations of the series show that Harrods is likely going to make Taxi Tales an ongoing effort, bringing in new guests periodically.

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