

RETAIL

Harrods unveils its holiday celebrations

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Harrods' holiday windows. Image credit: Harrods

By STAFF REPORTS

British department store Harrods has unveiled its storewide holiday celebration in addition to its window displays, named Fantastica.

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Created by Harrods' department of Surprise and Delight, the celebration celebrates different themes, some of which include a spotlight on specific brands. In addition to the in-store and window celebrations, Harrods features a Christmas surrounded by presents that reaches over 24 feet.

"Our team has been working on bespoke, handcrafted designs for five months, all individually made in west London," said Alex Wells-Greco, creative visual director at Harrods, in a statement. "From oversized Brussels sprouts and giant turkey thermometers, to a huge Christmas dinner plate, we have played with size, scale and proportion like never before.

"Fantastica has been my favorite project to work on it's fun, it's Instagrammable and it taps into everyone's imagination."

Holidays at Harrods

Harrods' five windows includes a unique theme for each such as a Christmas list with Bottega Veneta, The Harrods Feast featuring a holiday dinner, Harrods is Oh So Sweet, Dolce & Gabbana serving leftovers and a party with Elie Saab featuring bespoke couture gowns.

"As experts of the exceptional and makers of magic, it is our job to take our customers on a journey, whisking away their imagination," Mr. Wells-Greco said. "Luxury is a story, rich in meaning, emotions and moments, and I feel that Fantastica truly touches the pinnacle of sensory storytelling.

"From the windows, our stage to the outside world, to magical moments to surprise our guests within our four walls, we want the Harrods customer to be taken on a limitless journey this Christmas," he said. "Fantastica has completely challenged and stretched our creativity, but with an ambitious scheme came the opportunity to create a world of theatre, and I believe we have created something truly magical."



Harrods holiday window display. Image credit: Harrods

The focus on food within the celebrations highlights a recently complete endeavor for the department store.

Harrods is further invested into experiential shopping as it opened a new Fine Wine & Spirits Rooms, as part of its new Food Hall.

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](#)).

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