

AUTOMOTIVE

Jaguar joins New York department stores with holiday window displays

December 11, 2018



Jaguar unwraps the holidays. Image credit: Jaguar

By STAFF REPORTS

British automaker Jaguar is teaming up with HGTV in an innovative way to get in on the holiday retail tradition of elaborately decorated window displays.

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Showing off the Jaguar E-Pace SUV, a traveling window display will journey throughout New York and its most populated shopping areas for the holiday. Jonathan Scott from HGTV's "Property Brothers" television series designed the display, featuring the vehicle in a winter scape.

Traveling window display

The display is showcased in a looking glass window within a hollowed-out bus, designed for travel. It will visit highly trafficked areas of New York from Dec. 11 to Dec. 13.

Mr. Scott has stated that his display design, which features snow, decorations and a fireplace, was inspired by his favorite Christmas traditions.

"Seeing all of the beautiful holiday windows is almost like a snapshot of my childhood," Mr. Scott said in a statement. "If someone was just outside of our window and looking in during the holidays, that warmth they would see within our home is what I wanted to capture."

Jaguar is pairing the travel display with a contest, allowing online users to enter for a chance to win the vehicle.

"New York City during the holidays is a magical place where people from all over the world come see the lights, the tree and the remarkable holiday window displays," said Kim McCullough, vice president of marketing, Jaguar Land Rover North America, in a statement. "We are incredibly excited to partner with HGTV's Jonathan Scott to bring our must-see holiday window, featuring the Jaguar E-Pace, to life.

"By being mobile, our one-of-a-kind holiday display allows us to spread holiday cheer throughout the city," she said.

Additionally, Jaguar has worked with Pinterest to extend the campaign across the United States.

The E-Pace SUV will be featured on the Pinterest application and Web site, where users can check out all of its

characteristics in a 3D model of the holiday window. Users can digitally unwrap pins that feature the vehicle as well, from Dec. 12 to Jan. 2.

Jaguar's holiday windows were designed by Mr. Scott

Jaguar Land Rover also recently worked with a digital auto marketplace to enhance its local dealership marketing programs.

CarGurus has been named a Certified Vendor for the automaker. The vendor will provide marketing tools for local dealerships to better advertise and target consumers in their local areas ([see story](#)).

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