

RETAIL

Harrods, Pantone add dose of color to shopping experience

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Harrods is drawing inspiration from color trends on the runways. Image credit: Pantone

By SARAH RAMIREZ

British department store Harrods is hoping to brighten up shoppers' winters through a new activation with Pantone Color Institute.

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Living Coral is Pantone's designated 2019 Color of the Year and is one of the many refreshing hues Harrods is incorporating into its current window displays and edits. After holiday store traffic dwindles, high-end department stores need to find other thoughtful experiences to draw in shoppers.

Art of color

A new Harrods microsite delves deeper into Pantone's perspective on color and mood.

"At the darkest time of year, Harrods celebrates color as a universal language," read social media videos from Harrods. "Join us as we celebrate the culture, possibility and narrative surrounding color."



Harrods x Pantone color palette for spring 2019. Image credit: Harrods

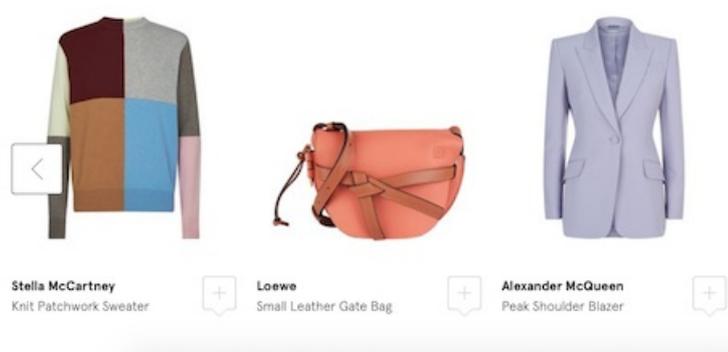
Pantone developed a color palette for the partnership, which includes Silver; Sloe Gin Fizz, which is comparable to rose gold; Crabapple, a brighter terra-cotta shade; Laurel Wreath, a muted green; a seafoam green called Surf Spray; violet Easter Egg; Indian Tan; golden Honey Yellow and Peach Bloom.

Together, the color palette manages to be bright but soothing, unlike the dreary grays often associated with the late winter months.

Ahead of the reveal of the refreshed window displays, Harrods curated apparel, footwear and housewares in the shades Pantone selected. The items include an Alexander McQueen blazer in Easter Egg, Christofle water tumblers in Honey Yellow and a Peach Blossom leather handbag from Loewe.

In another colorful take, Harrods published a beauty feature on its microsite sharing looks created with vibrant products from brands including Armani, Dior and Huda Beauty. Currently trending according to the beauty department are pink lips and bright eyeshadow in green, blue and orange.

Similarly, a fashion editorial adds another springtime pop of color with feminine pieces from Prada and Fendi paired with violet Wolford tights.



Harrods' product recommendations make its Pantone partnership multichannel. Image credit: Harrods

Pantone has previously partnered with other luxury labels, such as Pink, to share on-trend colors ([see story](#)).

Retail pushes

Harrods recently transformed its retail presence into a museum-like atmosphere, highlighting special products for an experiential shopping endeavor.

As luxury shoppers look for more of an experience rather than simply buying products, retailers have been turning campaigns into full events. Harrods took this approach with its "Rarity" campaign spanning in-store and digital, which featured a variety of curated products described as rare finds.

Harrods spotlighted more than 60 items that range within the fashion, jewelry and housewares worlds in its stores, on its Instagram page and on its Web site ([see story](#)).

The department store also branched into the United States for the first time with strategic partner Williams Sonoma in hopes to capture the market with minimal risk.

Harrods and Williams Sonoma worked together to provide a curated list of items available in the U.S. online. While the partnership marks the first time Harrods will have a presence in the U.S., its partnership and digital push allows for less risk than opening a full store to gauge interest in the area ([see story](#)).