

RETAIL

Harrods discusses the meaning of new luxury through podcasting

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Mariella Frostup hosts Harrods: True Tales of Luxury. Image credit: Harrods

By STAFF REPORTS

British department store Harrods is taking its luxury expertise to the auditory world.

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Harrods is releasing a new podcast series entitled "Harrods: True Tales of Luxury." The audio series will be released in six episodes, hosted by broadcaster Mariella Frostup, as she dives into what luxury means today.

"Luxury has never simply been about collecting objects; it is completely personal, experiential and unique," said Amanda Hill, chief marketing and customer officer at Harrods, in a statement. "Harrods' story, as one of the great luxury emporiums of the world, is already well-known and we believe we are uniquely placed to explore what luxury truly means in 2019.

"We are excited and invite some of the most creative people working today, people that inspire us, as well as the listener, to do the same," she said.

Listening to luxury

A variety of relevant guests who are renowned in luxury across fields will join Ms. Frostup on the series, which is recorded in the Harrods store.

These experts include artists, designers, artisan chefs and more. For instance, beauty expert Terri De Gunzberg, Brunswick House chef-patron Jackson Boxer, artist and author David Batchelor and designers Roksanda Illincic, Stephen Webster and Amanda Wakely will all make appearances.

Harrods' podcast will be unique, in that each guest will bring along an item that he or she feels is a true embodiment of luxury, discussing what it means to him or her.

The podcast will be available on the store's Web site or on Apple's Podcast application.

"I have always been fascinated by the stories that objects can tell, and the role which the things we value play in our lives," Ms. Frostup said in a statement. "Luxury is such a personal, subjective thing.

"The vast range of objects which were selected from designer products to tools used in my guests' individual craft- and the way they inspire and evoke joy, provided a completely unique and intimate discussion," she said.



Harrods: True Tales of Luxury podcast. Image credit: Harrods

Harrods has been investing into modern initiatives and digital offerings, which is displayed in its podcast endeavor. The store also recently looked to more seamlessly serve consumers online through a partnership with ecommerce group Farfetch.

As part of the new deal, Harrods will launch a new Web site in 2020 that will be powered by Farfetch Black & White Solutions, the company's white label offering. With this partnership, Harrods is hoping to more thoroughly translate its level of in-store to its global digital audience ([see story](#)).

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