

CONSUMER ELECTRONICS

## Harrods display asks consumers to lend a hand

August 2, 2019



*LG Display is showcasing its televisions at Harrods. Image courtesy of LG Display*

By STAFF REPORTS

British department store Harrods is partnering with LG Display on a window display that leverages technology to touch the lives of U.K. children.

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At Harrods, LG Display is showcasing televisions that leverage its OLED displays, including models from Bang & Olufsen and Panasonic. Launching within the windows is a charity initiative that aims to get passersby to get involved, taking the display beyond product promotion.

### TV technology

LG Display's showcase includes televisions from Bang & Olufsen, Panasonic, Phillips and LG Electronics, all of which use LG OLED TV panels.

OLED technology offers a heightened picture quality through lifelike color and a viewing experience that is easier on the eyes through a reduction in blue light. The televisions are also thin in frame.

As part of the window display, Harrods and LG Display have launched a charity campaign. Through an interactive window, passersby can tap on the pane to add to the partners' fundraising.

For each tap, Harrods and LG Display will be donating 10 pence, or about \$0.12, to children's charity NSPCC. The partners will contribute up to 100,000 pounds, or about \$121,000, to supporting the NSPCC's work in London to combat child abuse and neglect.



*The interactive display lets consumers tap to grow the donation. Image courtesy of LG Display*

Situated around Harrods' door five entrance, the display launched July 29 and will run through Sept. 1.

Alongside the windows, OLED televisions will also be installed in Harrods' newly updated technology floor ([see story](#)).

"We are honored to partner with Harrods, as OLED technology has been selected to enrich the famous show windows of the world's most renowned luxury department store," said Dr. Chang-Ho Oh, executive vice president and head of the TV business unit at LG Display, in a statement. "This unprecedented move elevates OLED to the next level, strengthening its reputation for superior quality and pioneering innovation.

"LG Display is committed to widely spreading the premium value of OLED in Europe and expanding the OLED market, starting from the U.K.," he said. "This partnership with Harrods, a fellow beacon of luxury, is truly historic as it combines the incomparable classic with cutting-edge technology alongside a shared unrelenting pursuit of excellence."

Across the pond, LG Signature has rolled out its own retail partnership.

Department store chain Bloomingdale's launched a new "store within a store" concept catering to affluent consumers seeking premium appliances and electronics, in a new endeavor for the retailer.

Through a new partnership with LG Signature, Bloomingdale's will sell luxury appliances in-store and online for the first time. The new offerings will allow shoppers to purchase the latest in home technology, rounding out the retailer's fashion and homeware options ([see story](#)).