

RETAIL

Harrods teams with ShowStudio to discover fashion filmmakers

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Harrods is sponsoring ShowStudio's Fashion Film Awards. Image credit: ShowStudio

By STAFF REPORTS

British department store Harrods is supporting up-and-coming film talents through a partnership with ShowStudio.

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Harrods is the sponsor for the 2019 edition of ShowStudio's Fashion Film Awards, a global competition centered on digital video. While supporting emerging talent, this sponsorship also enables Harrods to bring consumers new content.

"We are passionate about celebrating innovations in film as a means of demonstrating the imagination and creative breadth of the fashion industry, and hugely excited to see what this year's entrants put forward," said Amanda Hill, chief marketing and customer officer at Harrods, in a statement.

Film club

Submissions for the contest opened July 24 and close on Sept. 15. Entrants are told to send a link to an unlisted YouTube or Vimeo video.

Some of the films that are finalists or winners of the awards will have their work showcased at Harrods' store in London. Select videos will also be shared on ShowStudio and Harrods' digital channels.

Harrods and ShowStudio will be hosting an awards event in October.

"Every fashion designer creates their garments to be seen in motion therefore, fashion film is the best way to understand their vision," said Nick Knight, founder of ShowStudio, in a statement. "ShowStudio and I are delighted to partner with Harrods for the 2019 ShowStudio Fashion Film Awards and to find, showcase and celebrate tomorrow's stars of fashion film."

Harrods is teaming with ShowStudio on its Fashion Film Awards

Film contests offer a way for luxury brands to communicate their place in culture.

In 2014, Italian jeweler Bulgari collaborated on a short film contest in which entrants had to use the house's gems as inspiration for their art.

A Shaded View on Fashion Film, a traveling film festival that began its tour in Paris, combined forces with Bulgari and AltaRoma AltaModa, the fashion week in the Italian city, to host a screening of the Bulgari-centric film. With this film screening and entry process, Bulgari boosted its awareness among a fashion-forward audience ([see story](#)).

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