

RETAIL

Fortnum & Mason brings sweet treats to shoppers

September 20, 2019



Fortnum & Mason has revamped its flagship confectionary department. Image credit: Fortnum & Mason

By STAFF REPORTS

British department store Fortnum & Mason is relaunching the confectionary department at its Piccadilly flagship, as the retailer continues to invest in engaging in-store experiences.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Opened on Sept. 20, the revamped department is the result of a 1.14 million pound investment, or \$1.42 million at current exchange. Stocked with fine teas and chocolates, the confectionary department is reflective of Fortnum's long history with food as the department store was one of the forerunners of drinking chocolate.

Sweets shop

Shoppers will be able to purchase more than 500 types of sweets, including loose chocolate, hot chocolate, caramels, pralines and more. They can also sample truffle flavors special to Fortnum, including rose and violet, Kent honey and royal blend.

Other highlights including a loose chocolate counter with 300 different types of chocolates including chocolate bark, marzipan and ganache. In an effort to satisfy shoppers' varying dietary requirements, there are alcohol-free, vegan and no sugar added varieties available.



The confectionary department has 300 types of chocolate for purchase. Image credit: Fortnum & Mason

Much of the confectionary is made in England, but global specialties will also be available, such as Italian Ginadotti & Cremino, candied citrus peel from Corsica and Belgian chelate cornets.

In a nod to sustainability, guests are also encouraged to bring in empty tins of hot chocolate for a 15 pound, or \$18.75, refill in Fortnum's new immersive hot chocolate station.

"At Fortnum's, we're in the business of delivering a sense of pleasure," said Zia Zareem-Slade, customer experience director at Fortnum & Mason, in a statement. "With all the boldness and creativity which has defined our brand, products and services for centuries, our vision for the new confectionery department encompasses a commitment to providing extraordinary experiences for our customers."

This department update is part of Fortnum's broader effort to provide a positive in-store shopping experience.

In recent years, Fortnum & Mason has also been turning its Piccadilly flagship into a contemporary gallery ahead of the Frieze Art Fair in October. Staging in-store art events can help retailers drive foot traffic, while also pointing to their own place in culture.

Fortnum & Mason is staging an exhibit of 22 of Mr. Zhang's works of art throughout its entire store. Nineteen of the pieces were created specially for the retailer showcase and were based on the artist's travels within the U.K.

Opened Sept. 10, the free public exhibit will be up until Oct. 18 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.