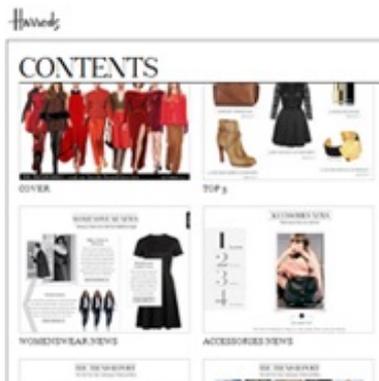


INTERNET

Harrods ups digital ante with content-to-commerce link

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By RACHEL LAMB

British department store Harrods is positioning itself as a fashion authority and kicking off London Fashion Week with the start of its new monthly online magazine, The Review.

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The Review will focus on fashion-related content, including interviews with designers, exclusive products and major launches. The London-based retailer decided to tie the launch with London Fashion week starting Sept. 16.

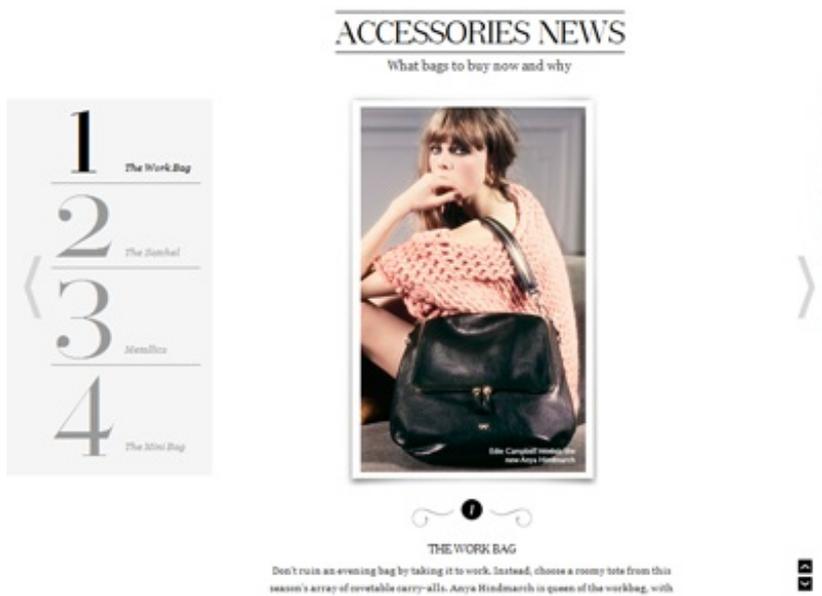
“We see the launch as a move that underlines Harrods authority as a leading commentator on fashion and beauty trends,” said Nicola Copping, editor of Harrods.com, London.

“With the launch of The Review, we are aiming to provide an enhanced experience for our online customers by delivering unique and captivating editorial content,” she said.

For review

The blog launched Sept. 16 on Harrods’ Web site at <http://www.harrods.com>.

Consumers can see exclusive content, access interviews with fashion designers and read a column from Harrods fashion and beauty director Marigay McKee.



Readers can also see styling tips and trends on the interactive and commerce-enabled pages.

Harrods is aiming to keep the Web site top-of-mind by providing an enhanced experience for tech-savvy consumers.

The retailer's Web site currently features small tidbits from the fashion world, such as the beauty guide and curated content depending on season in its fashion sections.

For instance, Harrods' site has a tip on Fashion Week essentials for women and Autumn color and texture tips for men.

With the new magazine, Harrods will be able to provide more in-depth, interesting content from one of the most influential retailers in Britain.

Moreover, since the site can be accessed worldwide, Harrods' influence transcends London.

The pages are shoppable and drawing traffic to the site by any means is likely to increase online transactions.



From the frontlines

Many retailers are looking to blogs and online magazines to help increase online sales and generally engage consumers.

For instance, New York-based retailer Bergdorf Goodman has blogs *5th/58th* and *The Swipe* that curate content, fashion advice and in-store events for city dwellers.

Furthermore, Italian retailer Dolce & Gabbana has the digital publication, *Swide*, that details the brand's current looks and how consumers can integrate them into every day life.

Blogs and other online publications have the opportunity to not only engage consumers, but help to position luxury retailers and brands as a fashion authority.

Consumers will be more willing to keep returning to the site if they know that there is something interesting with which they can interact.

"The launch also forms part of our wider strategy to ensure [harrods.com](https://www.harrods.com) is at the forefront of growth in the online luxury sector over the next five years, not only preparing [harrods.com](https://www.harrods.com) for increased demand, but looking to give the brand a greater global online presence," Ms. Copping said.

Final Take

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