

ARTS AND ENTERTAINMENT

## British department store Harrods adds culture to shopping basket with new art gallery

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*Andy Warhol artwork displayed in Art at Harrods, a new 4,000-square-foot gallery at the Harrods flagship department store in London. Halcyon Gallery is the partner for the gallery. Image credit: Harrods, Halcyon Gallery*

By STAFF REPORTS

British department store Harrods is dipping its toes in the lucrative art market via a new partnership with London's Halcyon Gallery that gives a new twist to shopping for groceries and linens.

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The Art at Harrods brand will showcase artworks by Andy Warhol, Pablo Picasso, Bob Dylan, Dale Chihuly, Lorenzo Quinn and Paul Cummins. It will kick off with an art series called Icons from Russell Young known for his diamond-dust portrayals of entertainers and sportspersons taking over Harrods' Brompton Road windows, in and of itself a first for the retailer in business since 1834.

"Harrods' first creative campaign for 2020, titled Icons, will celebrate the individuals, creativity and design that changed our world," said Alex Wells-Greco, Harrods creative visual director, in a statement.

"We will kick off with an exclusive show of Halcyon Gallery artist Russell Young," he said. "Young's work portrays photographs of cultural and pop icons of the past and present in a diamond-dust patina."

"During the dark month of January, what better way to start the year than with the brightly colored, larger-than-life artworks of Russell Young?

"Harrods has an amazing relationship with the Halcyon Gallery and in 2020, we are delighted to introduce and co-create the Art at Harrods program, showcasing contemporary exhibitions across the store for Harrods' customers to enjoy."

Art of shopping

This marks the first time that Harrods has entered into an exclusive and collaborative partnership with an art gallery.

Both players benefit with **Art at Harrods**.

**Harrods** get to add a cultural element to its retail business, attracting even more locals and tourists to visit its store.

Halcyon, for its part, is exposed to a new audience through a 4,000-square-foot gallery on Harrods' third floor.

Besides art on canvas and mixed materials, the gallery will also showcase digital exhibits, with more installations placed at strategic spots throughout the department store.

"Harrods is the most prestigious store in the world and our new gallery on the 3<sup>rd</sup> floor will definitely create a unique experience for the millions of visitors to the store," said Russell Green, Halcyon Gallery managing director, in a statement.



*Brigitte Bardot in art by British-American artist Russell Young, whose art is displayed in Harrods' Brompton Road windows through Feb. 5. Image credit: Russell Young*

Icons at Harrods follows Mr. Young's retrospective in 2018 at Shanghai's Modern Art Museum. California-based, he was the first British-American artist to exhibit at that museum.

Once his Icons exhibition runs its course Feb. 5 at Art at Harrods, Mr. Young will debut his Fame collection next month at the Halcyon Gallery's New Bond Street location.

"To have my paintings in the windows at Harrods is an honor," Mr. Young said at the Art at Harrods launch.

"I am displaying my collection of diamond-dusted paintings of icons who were like beacons of light in my youth, like Marilyn Monroe, Brigitte Bardot, Kate Moss, Muhammad Ali and Elvis Presley," he said.

"These icons are cast in a myriad of colors, hand-mixed from opulent pigments sourced from around the world, and I look forward to seeing them radiate and shine in the cool winter light of London."

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