

RETAIL

## Fortnum & Mason appeals to tea lovers with new bespoke service

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Fortnum has introduced a bespoke tea blending service. Image credit: Fortnum & Mason

By LUXURY DAILY NEWS SERVICE

British department store Fortnum & Mason is introducing a new bespoke service in a bid to entice shoppers.

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Now available at its Piccadilly location, Fortnum's bespoke tea blending service allows shoppers to create their own personalized teas. As many consumers remain hesitant about in-store shopping, custom services that are not available online gives shoppers extra motivation to visit physical stores.

### Your own cup of tea

Fortnum's tearistas the tea equivalent to a barista at a coffeeshop are available to help shoppers create their own tea blends.

Shoppers can choose their own tea leaves, flavor profiles, taste intensity and other finishing touches. Tea tins can also be personalized with the names of the recipient, making the blends a unique and practical gift option.

### *Shoppers at Fortnum can personalize their own tea blends*

Prior the pandemic, Fortnum had been investing in engaging in-store experiences.

In fall 2019, the retailer relaunched the confectionary department at its Piccadilly flagship.

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 ([see story](#)).