

RETAIL

Harrods welcomes customers into its online world'

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The Harrods department store is a top draw for tourists from around the world. Image credit: Harrods

By LUXURY DAILY NEWS SERVICE

British retailer Harrods is inviting customers into the World of Harrods' in a new dreamlike film campaign.

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Due to rising COVID-19 cases in the U.K., the retailer has closed its physical stores until further notice in line with government guidelines. With a tranquil new campaign, Harrods is promoting its Personal Shopping service which remains open for customers to shop the store from the comfort of their own homes.

Dreaming of retail

The new campaign inspires consumers to dream of a world with Harrods by their sides. The video opens on a Harrods store set in pink clouds, radiating a golden hue.

As meditative music and sounds play in the background, the point-of-view enters various sets of doors, gliding through different departments of this celestial store.

Each door opens on a new set of words, ultimately forming the slogan "one door, a million paths; find yours with Harrods Personal Shopping."

World of Harrods

For the 2020 holiday season, Harrods collaborated with artist Oliver Jeffers for an immersive exploration, where visitors were transported into the world of Mr. Jeffers' stories. Unfortunately, due to the rising levels of COVID-19, Harrods was forced to cancel the "Wonder of Stories" activation.

To supplement the experience, the retailer released installments of a virtual art class for kids' series. In the videos, Mr. Jeffers instructs young artists how to draw animals, people, The Hueys and other objects.

When the U.K. began easing COVID-related restrictions, the London-based retailer gladly reopened its doors. The reopening came with several health and safety measures, but the overall theme was to welcome customers back into bricks-and-mortar ([see story](#)).

With COVID-19 cases rising and stores shutting down again, there is uncertainty surrounding when physical retailers

in the U.K. will be able to reopen.

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