

RETAIL

Harrods explores the great outdoors with renowned adventurer

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The department store tapped explorer, writer and photographer Levison Wood for its latest campaign. Image credit: Harrods

By NORA HOWE

British department store chain Harrods is taking the road less traveled with British explorer, writer and photographer Levison Wood, preparing him for his latest expedition.

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Mr. Wood has traveled and filmed in more than one hundred countries, with expeditions including walking the Nile River and following the migration and conservation of elephants in Botswana. For its latest campaign, Harrods sat down with the explorer to uncover what clothing means to him, his favorite brands and advice for prospective explorers.

Harrods outdoors

In preparation for a new expedition, Mr. Wood visited Harrods' new men's sports and outdoors department.

In addition to his visit, the retailer produced a 90-second film featuring the explorer rock climbing and taking photos in nature, wearing various products available at Harrods.

When it comes to choosing clothes for an expedition, he suggested practicality and functionality. He elaborated by recommending that explorers always consider the environment or terrain they will be faced with when deciding what to bring.

Something that goes with Mr. Wood on every trip: a white linen shirt. He claims it packs small, and comes in handy in the event he must make himself presentable to meet important people.

Before his latest expedition, Mr. Wood explored the men's sports and outdoors department at Harrods

When it comes to brands, Mr. Wood is a Belstaff man. He carries a jacket he helped design everywhere he goes from the jungles in Central America to the Caucasus mountains.

He also always wears an IWC Schaffhausen watch and has been especially keen on the brand's Big Pilot model.

During his visit to the new men's department, Mr. Wood selected Sease hemp cargo shorts and the waterproof duffel bag for their quality and vintage look.

For someone who spends the majority of their time exploring new places and meeting new people, the past year has been especially strange for Mr. Wood, who said this was the first time in 10 years he stayed in one place for more than a few months.

To combat the challenges presented by the pandemic, the explorer reminds people that life is for living and urges them to seize every opportunity.

He advises timid adventurers to start small.

"You don't need to go on a five-month expedition to have an adventure," he says for the campaign. "Grab a bag, plan a walk and camp under the stars, or book a weekend away somewhere you've always wanted to go."

As values and priorities have drastically shifted over the last 16 months, the definition of luxury is evolving as well.

Simply, Mr. Wood defines luxury as quality. However, he expands on this, saying that luxury is not quality in the physical sense.



Harrods is aiming to promote its newest store offerings while inspiring exploration. Image credit: Harrods

For him, luxury is spending quality time with the people he cares about.

"I'm lucky enough to have friends all over the world," he said. "Having the opportunity to go out, see the world and talk to so many incredible people is truly a luxury."

Reconnecting with nature

As the pandemic has restricted activities for more than a year, consumers have built up strong desires for new experiences, especially when it comes to reconnecting with the natural world, and brands are responding.

British department store Selfridges reopened on April 12, 2021, after experiencing multiple closings over the past year due to the COVID-19 pandemic. The department store unveiled its window displays several days before reopening, fostering consumer excitement for the big return.

The windows spoke to the great outdoors with their wide, unpredictable and awe-inspiring range of offerings. The display aimed to illustrate feelings of escapism and appreciation for nature.

They also featured outdoor activities like camping and climbing, an ode to natural activities that have grown in popularity since the start of the pandemic ([see story](#)).

Italian fashion house Gucci released a nature-inspired campaign showcasing its collaboration with outdoor recreation brand The North Face. Based on the notion that travel leads to self-discovery, the collaboration aimed to empower people in their quest to celebrate and express their own characters and personalities.

Gucci and The North Face expanded their creative footprints, continuing in efforts to spread the spirit of curiosity

and exploration ([see story](#)).

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