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IN-STORE

Harrods celebrates winter sale with Florence + the Machine performance

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By RACHEL LAMB

British department store Harrods is looking to celebrate its winter sale today with a special performance by music group Florence + the Machine.



This will be the first time that Florence + the Machines will be performing live at Harrods. The group will perform an acoustic set including "Shake it Out" and "What the Water Gave Me" from its newest album, Ceremonials.

Well-oiled machine

Florence + the Machine will be performing today at Harrods' Door 5, Hans Crescent.

Consumers can watch the performance while they are waiting for the doors to open at 9 a.m. for the Harrods Winter Sale.

The winter sale includes dramatic mark-downs on luxury apparel and accessories.

Some examples include a Lanvin dress marked down from \$4,684 to \$2,343, a Yves Saint Laurent Opium Coffret originally valued at \$82 but is now \$ 41 and a Chloe rope ring reduced from \$170 to \$101.

Harrods' ecommerce site, found at <http://www.harrods.com>, also holds deals such as a

Marc by Marc Jacobs metallic blue cross body bag reduced from \$695 to \$482. The online sale will be Dec. 24 at 1 p.m. Eastern Time.

The screenshot shows the Harrods website homepage. At the top, there's a navigation bar with links for DESIGNER'S, WOMEN, MEN, SHOES, ACCESSORIES, BEAUTY, SPORT, CHILDREN, HARRODS OWN, FOOD & WINE, HOME, GIFTS & HAMPERS, and SALE. Below the navigation is a search bar with a magnifying glass icon and a "SEARCH" button. A "Welcome to Harrods" message with "Sign in | Register" and a "My Account" link is also present. The main banner features the text "THERE IS ONLY ONE SALE" in large, bold, black letters. Below the banner are categories like MEN'S, WOMEN'S, SHOES, ACCESSORIES, BEAUTY, SPORT, CHILDREN, HARRODS OWN, FOOD & WINE, and HOME. A large, stylized illustration of a Harrods store interior with many gift boxes and a person carrying a large bag is displayed. On the left side, there's a sidebar with links for Home Page > Sale, SHOP FASHION & BEAUTY, Womenwear, Menswear, Shoes, Beauty, Children, Sports, SHOP HOME, Bedroom, Bathroom, Dining Room, Kitchen, OTHER OFFERS, Harrods Souvenirs, and Food.

Harrods Web site

The retailer has been posting the news and some sales examples on its social media outlets.

The screenshot shows a Facebook post from the official Harrods page. The post features a large image of the "THERE IS ONLY ONE SALE" banner. Below the image, the text reads: "The live stream of the opening of the Harrods Sale with an exclusive performance by Florence + The Machine will begin on <http://www.harrods.com/florence> at approximately 8:45am on Tuesday 27th December." There are two video thumbnails: one for "Florence + The Machine launch the Harrods winter sale 2012" and another for "Starts in-store Tuesday 27th December at 8am & online saturday 24th at 6pm The live stream of the opening of the Harrods Sale with an exclusive performance by Florence + the Machine will begin here on Tuesday 27th December at approximately 8:45am...". The post has 61 likes and was shared 2 hours ago.

Harrods post on Facebook

There is also additional information on the Harrods.com site.

Streaming for attention

To add something new to a marketing effort and to build brand loyalists, some luxury marketers are using music as a gateway.

For example, German apparel and accessories label Hugo Boss live-streamed its fall/winter fashion show and ended it with a performance by the band Little Dragon ([see story](#)).

In addition, automakers Lexus and Mercedes-Benz are switching up traditional radio marketing by sponsoring stations on Pandora that are designed to push the brands' models and campaigns ([see story](#)).

Also, menswear designer John Varvatos paired with upscale audio company McIntosh Laboratory to build brand awareness and display products through the celebration of the upcoming album from the rock band Jane's Addiction with an event in Los Angeles ([see story](#)).

Since fashion and music are things that people are very passionate about, luxury marketers generally combine the two to bring them closer with affluent consumers.

Final Take

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