

RETAIL

Fortnum & Mason honors The Queen's jubilee year with exclusive collection

April 22, 2022



Fortnum & Mason honors The Queen with a royal crown design. Image credit: Fortnum & Mason

By NORA HOWE

British department store Fortnum & Mason is paying homage to the monarchy with a limited-edition collection celebrating 70 years of Queen Elizabeth II's reign.

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The collection, which ranges from commemorative tea sets and baskets to baked goods and jams, takes inspiration from the monarch's tenure and features an exclusive crown design. In a series of short films, the retailer invites audiences to witness the making of this collection, how it was influenced and the importance of history for British brands.

Platinum Jubilee

Entering her 70th year on the throne, Queen Elizabeth II is the longest-reigning monarch in British history.

With this in mind, storytelling was at the heart of Fortnum & Mason's exclusive collection from the products themselves to the packaging design.

The retailer worked collaboratively with Design Bridge London to come up with a design that the department store had not done before, but one that would honor who The Queen is as a person.

"She has been our monarch for 70 years, but she is forever our Elizabeth, and only Fortnum's can truly own that story," says Chloe Templeman, creative director at Design Bridge London, in the film.

Fortnum & Mason honors The Queen with a limited-edition collection

The two businesses came up with a design in the shape of The Queen's crown but used elements of her life to make up the pieces.

"The crown is made up of stories from the Queen's life," says Yvonne Isherwood, design manager at Fortnum & Mason, in the video. "Then we have a racing pigeon as well as racehorses.

"[There is] the cabbage, which was the nickname the Duke of Edinburgh gave The Queen," she says. "There is the swan, which the Queen is said to own all the swans in the U.K."

In a separate vignette, Fortnum & Mason shares the process of creating the Platinum Jubilee teapot a centerpiece of the new collection.

Crafted from bone china porcelain in the heart of the historic Stoke-on-Trent in Staffordshire, England, the teapot is finished with gold details and features the crown design created by Design Bridge.

The teapot features the specially designed crown

The country will celebrate The Queen's Platinum Jubilee over a four-day bank holiday weekend from June 2-5, 2022.

The collection of gift baskets, food and drink and homeware is available for purchase in stores and online, with a range of 9.95-450 pounds, or \$12.97-\$586.43 at the current exchange rate.

Here's to you, Ma'am! Wishing HM The Queen a very happy 96th birthday with a throwback to summer 2012 celebrating her Diamond Jubilee at Fortnum's. And with [#PlatinumJubilee](#) almost upon us, we can't wait for another unforgettable summer. Hooray! > <https://t.co/QtXR9au1fs>
[pic.twitter.com/xabDgTAICR](https://t.co/QtXR9au1fs)

Fortnum & Mason (@Fortnums) [April 21, 2022](#)

Queen Elizabeth II visited Fortnum's during her Diamond Jubilee in 2012

Celebrating Britain

Regardless of sector, luxury brands aim to showcase the quality that is foundational to their products, and with that often comes an exploration of their culture or history.

Last summer, British luxury representative body Walpole shared the untold stories of some of the United Kingdom's most renowned brands in a new series of short documentary-style films, from automaker Bentley Motors to fashion brand dunhill.

The British luxury sector contributes a significant portion to the UK's economy, with 80 percent of its production destined for overseas markets and a major driver of international visitors to the UK.

Produced for Walpole by BBC's content studio StoryWorks and supported by the GREAT Britain & Northern Ireland Campaign, the "Love Letters from Britain" series aimed to inspire a global audience by showcasing the individuals and businesses who are innovating the \$66 billion industry ([see story](#)).

British automaker Rolls-Royce went all-in on highlighting London and its history when it celebrated the 144th birthday of cofounder Charles Stewart Rolls with a pilgrimage of historical sites around the city.

The marque visited different locations associated with the motoring pioneer's life and career, capturing images of the brand's Ghost model at each stop. Some of the stops included Mayfair, Piccadilly and the Royal Automobile Club ([see story](#)).

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