

RETAIL

Harrods hosts The Fabulous World of Dior' in Anglo-French holiday spirit

November 10, 2022



The Harrods department store rendered in a gingerbread biscuit (cookie) as part of the promo for the Dior holiday collaboration. Image credit: Dior; Harrods

By LUXURY DAILY NEWS SERVICE

British department store Harrods will host a pop-up called "The Fabulous World of Dior" Nov. 10 through Jan. 3 as part of a new holiday-themed collaboration mixing Britannic spirit with French flair.

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Continuing the longstanding relationship between Dior and the London-based retailer, this latest immersive popup will take over 44 windows and the store's Brompton Road facade.

The deal also calls for a multi-faceted experience across fashion, beauty and home dcor on every floor of the store.

Dior is the crown jewel of France's LVMH group, sitting alongside Louis Vuitton as two of the most revenue-generating brands within the company.



Promo for "The Fabulous World of Dior" holiday collaboration with London department store Harrods. Image credit: Dior, Harrods

Entente cordiale

Located in the center of the department store, the **Fabulous World of Dior** exhibition has recreated in reduced proportions some of Dior's most famous retail locations, such as La Colle Noire and 30 Montaigne.

Visitors are invited to pore over the meticulous detail and features that helped to weave the maison's myth.

Also, visitors can revisit the places that marked the life of founder Christian Dior personally, not the least of which was Harrods itself.



Dior accessories for the Harrods holiday store effort. Image credit: Dior, Harrods

In a short promotional clip released to social media, a baker is shown recreating Harrods' iconic and imposing exterior in gingerbread, set to the tune of Tchaicovsky's "Dance of the Reed Flutes" from *The Nutcracker*.

This tradition of gingerbread will be a major theme explored in the popup, evident in its decor and means of display.

There will be a venue offering delights that puts a British twist on traditional French delights to honor the Dior founder's love of all things culinary.

These food items will be prepared by Harrods' team of chefs and served in what is described on the brand's website as "a fairytale setting."

As the holiday season approaches, the House invites you to discover the 'Fabulous World of Dior' pop-up at [@Harrods](#). Open from tomorrow until January 3, 2023, visitors have the chance to discover this exclusive celebration of Dior with features that promise to enchant and amaze!

Dior (@Dior) [November 9, 2022](#)

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