

RETAIL

Fortnum & Mason taps British designers for premiere coronation collection

March 31, 2023



The collection nods to the British monarchy with artistic touches that ode the once-in-a-lifetime affair. Image credit: Fortnum & Mason

By EMILY IRIS DEGN

British department store **Fortnum & Mason** is celebrating the work of three artists who are deploying traditional crafts to create a new collection, just in time for the upcoming coronation of the United Kingdom's new leader.

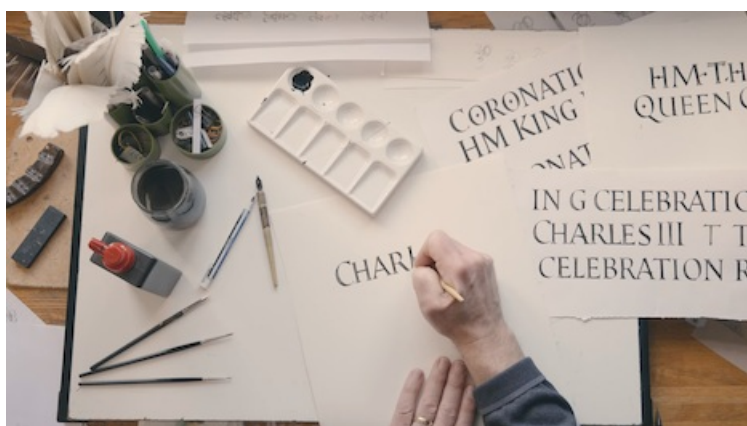
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The latest programming from the brand takes consumers behind the scenes, giving a glimpse into the process that went into creating the celebratory lineup. The King Charles III's Coronation Collection includes gifts, food, drink and keepsakes in honor of the May 6th ceremony approaching.

Fortnum favors the bold

The last time someone took over the throne in the U.K., it was Queen Elizabeth II in 1953, making this upcoming coronation especially important for the British.

To pay homage to this milestone, and the fact that it will be the first coronation for many citizens, the collection heralds not only the newly appointed King Charles III, but the royal and artistic heritage of the Commonwealth.



Tapping into the talents of three artists, Fortnum & Mason is celebrating the upcoming coronation through creation. Image credit: Fortnum & Mason

"What are we going to do that's extremely special, and that people will want to buy and hold onto and remember that this was a significant event in our history?" says Yvonne Isherwood, head of product and packaging design at Fortnum & Mason, in the video.

"Storytelling is important to all Fortnum's design, so we wanted to create a design that was reflective of the moment but also melding historical aspect."

The artists behind this effort are highlighted in the campaign for the collection, speaking to not only their experience designing the art for the items, but to their excitement for the coronation and getting to contribute to many British people's celebrations of it through their respective crafts.

Meet the designers

Three British designers were chosen to work on the collection miniature painter Jethro Buck; panel painter, iconographer and illuminator Lucy Morrish; and calligrapher, illuminator and Heraldic artist Timothy Noad.

Each of them specializes in highly historic art forms that have defined Britain's history, bringing valuable cultural preservation to the pieces featuring their work.

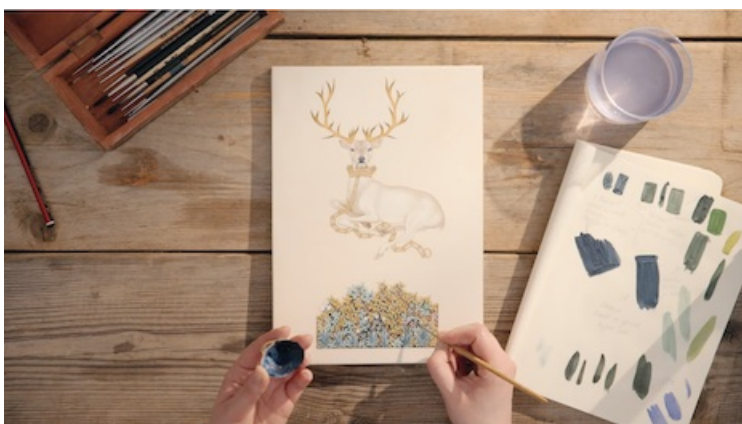


The heritage styles of the artists is what drew the brand to them, seeing an opportunity to reference Britain's cultural history. Image credit: Fortnum & Mason

"The fine artists that we chose were rooted in traditional techniques that do date back to Medieval times," Ms. Isherwood continues in the video.

"They produce beautiful work that's highly detailed, and that level of beauty was something that we really wanted in this range."

The artists created scenes that include iconography nodding to the Commonwealth's identity, the new king's love of the natural world, royal symbolism, the beloved countryside, vibrant colors (historically reserved for royalty, adding deep symbolism) and Fortnum's style as a 300-year old brand that values British heritage ([see story](#)).



The creatures and plants shown throughout the designs embrace the lavish beauty of royal ceremony. Image credit: Fortnum & Mason

The result is a stunning array of royal blue peacocks, illuminated trees, unicorns, flower-studded hedges, golds, weaving vines, glimmering stags and native blooms. Combined with the ornate calligraphy and historic symbolism, the collection is both decidedly British and classic to Fortnum & Mason's colorful style, offering consumers a chance to as the brand puts it, "celebrate in style."

As May's coronation nears, Fortnum & Mason plans to keep adding items to the collection, building alongside the

anticipation of British citizens awaiting the first coronation in 70 years.



The collection currently features treats and keepsakes. Image credit: Fortnum & Mason

The growing collection can be bought at the Piccadilly storefront in London and [online](#).

Royal tea

Fortnum & Mason's release of buttery biscuits, floral teas, sparkling wines and coronation souvenirs places the brand beside other luxury names that have celebrated the royal family of the U.K..



Fortnum & Mason is offering consumers the chance to celebrate the coronation in a classically British way, letting the national heritage permeate throughout the collection. Image credit: Fortnum & Mason

British and international brands alike have historically and presently embrace the monarchy, as luxury and royalty seem to go hand in hand. French jeweler Boucheron is only one of the most recent examples, releasing a reinterpretation of Queen Elizabeth II's treasured jewelry pieces ([see story](#)).

British fashion label Stella McCartney paid homage to the 2018 royal wedding with a first bridal line, creating seven dresses and ten wedding pieces inspired by the royal gown ([see story](#)). Many other luxury brands were involved in the wedding itself, as Prince Harry and Meghan Markle donned luxury items in support for varying labels ([see story](#)).

Luxury has also been beside the royal family in tragedy, extending condolences and farewells when Queen Elizabeth II died in September of 2022 ([see story](#)). After the loss, many luxury brands pivoted upcoming events and partnerships to show support and sensitivity ([see story](#)).



Luxury continues to be a proponent of the crown. Image credit: Fortnum & Mason

If this past interconnection between luxury and royalty is any sign of what is to come, as the May 6th coronation of King Charles III dawns, other luxury brands are sure to join Fortnum & Mason in celebratory product drops and well-wishes to the royal family, acting as both support to the monarchy and an intercessor for citizens to participate in the historic events taking place at the palace.

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.