

RETAIL

Fortnum & Mason platforms seasonal storytelling

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The brand's products and hampers star in a series of sunlit adventures around the northern island nation. Image credit: Fortnum & Mason

By EMILY IRIS DEGN

British department store Fortnum & Mason is taking to the wild.

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Spotlighting the nature of its home country, the brand encourages consumers to "Unpack an Adventure." Fortnum & Mason picnic baskets in tow, a series of stories are told, complete with product packing lists, local travel recommendations and outdoor-friendly recipes.

English summers

From the visuals to the locations highlighted, the Summer Stories campaign is inherently British.

Fortnum & Mason products and hampers star in a series of sunlit adventures around the northern island nation. Through short films, narratives, packing lists and recipes, consumers are whisked away on luxe picnics dreamt up by the London department store.

Capturing summertime in the United Kingdom, the first stop in the Unpack an Adventure series is the Jurassic Coast.

A group of friends takes to the sea for a Fortnum & Mason picnic

A golden hour of sailing unfolds, described by an unnamed, longtime local narrator. A lush scene is revealed, as visions of pebble beaches, hilltop forests and sunlit cliffs bathed in tangerine shades are brewed up through written storytelling.

Supported by ethereal photographs and an itinerary, the narrator leads consumers through a day of picnicking on a wooden boat, telling of the journey from the fishing village of West Bay to an al fresco sunset feast.

Fortnum & Mason's part to play is centered, with the brand's sturdy picnic baskets, adventure-friendly accessories and shareable food praised. The Cooler comes in as an essential player, the narrator stating that they "couldn't do without" it due to its durability and easy-to-carry design.

All of this is contextualized through a strong sense of place, from the narrator's suggestion to pack some local cider bottles in the Cooler to the accompanying packing list pulled together the F&M Flask, Orange & Lemon Cold Brew

Infusion, Fine Cheese Selection and 4 Person Canvas Picnic Backpack are among the specific suggestions for Dorset.



Seasalt dips and rich descriptions of the recreational locale pair with Fortnum & Mason snacks, wines, jellies and basketry. Image credit: Fortnum & Mason

The Cotswolds are also framed as a picnic setting, an accessible adventure playing out.

With another unnamed narrator, the Summer Story begins with a reminder that "adventure doesn't always have to mean scaling mountains or crossing oceans," and that simply getting outside is enough.

Blankets of wildflower-speckled hills and sparkling rivers are described, the protagonist a local to the region taking consumers on a hike. Having packed bags with loads of Fortnum & Mason food items, the products are said to be "a prerequisite for all the best adventures."

After wild swimming, a popular British pastime, Fortnum & Mason hampers answer the call of post-dip appetites. Scotch eggs, artisan cheeses and a bottle of wine come together in a lakeside feast, the narrator and their friends gathering on Fortnum's Tweedmill Polo Picnic Blanket to enjoy.

Like the first adventure, a packing list is laid out, detailing the products featured in the story. Among the array, two picnic baskets are listed, namely, The Fortnum's Foodhall Hamper and The Fortnum's Picnic Provisions Box, retailing at \$215.68 and \$94.36, respectively.

The Great Escape. Where will you take your wicker this summer?#Fortnums I
<https://t.co/TdwmXnW2wZ> pic.twitter.com/hkeGV9wkDX

Fortnum & Mason (@Fortnums) July 9, 2023

Stories that take place in the Lake District and London are coming soon, but for now, Watergate Bay is the last "Unpack an Adventure" narrative available. Like the other two, the Cornish Coast story weaves products into the immersive, personal memories and the land itself.

In this instance, the narrator begins by sharing that a large jar of Fortnum & Mason Piccalilli always sat on their kitchen table growing up, beloved by their father. In a show of sentimentality, the traveler packs their own jar for their coastal picnic.

A wind-swept beach hike ensues, the narrator encouraging consumers to take as much as possible on picnics, rather than traveling light. As a result, a bevy of Fortnum & Mason products are listed in the story's packing list.

These vibrant destinations vary, but each is unified through the department store's branding. From the grassy coasts to the twinkling inland ponds, Fortnum & Mason's versatile products and inherent Britishness ([see story](#)) are present throughout.

Seasonal slot

Though the brand has centered picnic baskets ([see story](#)) and food in sensory-filled slots ([see story](#)) before, Summer Stories and the Unpack an Adventure part of the push has a special note of seasonality about it.



British summer activities and destinations are linked up with Fortnum & Mason branding and products, situating the department store's offering in the real world. Image credit: Fortnum & Mason

For the rest of the summer, Fortnum & Mason will continue to release place-based narratives, recipes and other short films in celebration of picnicking season. Additionally, a new event is taking place, providing an in-person touchpoint with consumers.

With bookings opened up on Monday, July 17, Fortnum & Mason On Sea is a trio of bespoke beach huts situated at Watergate Bay, the location of the latest Unpack an Adventure story.

The huts feature picnic feasts put together by Cornish chef and author Emily Scott, who brings in a sense of nostalgia and odes to classic British summers spent on the coast with local produce, Fortnum & Mason products and a presentation unveiled in the brand's wicker hampers.

BOOK NOW! Fortnum's On Sea This summer a trio of bespoke Eau de Nil beach huts are coming to the Cornish coast as part of an incredibly exciting picnic partnership with acclaimed chef and author [@emilyscottfood](#).

We expect a sell-out... Book NOW! I <https://t.co/240CRD6FNK> pic.twitter.com/qSCmowpz4u
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Bookings can be made at <https://www.emilyscottfood.com/fortnum-mason>.

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