

RETAIL

Fortnum & Mason packs in cheer with Christmas campaign

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The London retailer is revealing the wintery side of its famous picnic baskets, just in time for the holidays. Image credit: Fortnum & Mason

By EMILY IRIS DEGN

British department store Fortnum & Mason is prepping for the festive season, picnic style.

After a summer of promoting al fresco adventures in the great outdoors, the company's annual holiday film reveals the wintery magic of its build-your-own (BYO) hampers. In this cold weather shift, the retailer is asserting itself as not only a historic purveyor of treats, decor and London luxuries, but also as the place "Where Christmas Comes Alive," per the campaign's title.

Snow picnic

Fortnum & Mason's newly-released Christmas film places its hampers at its heart.

With Big Ben glowing over the townhouse-lined streets, Fortnum & Mason products make merry indoors. In an animated ([see story](#)) and playful narrative, the department store's intricate items are shown dancing and swirling as the snow outside does likewise.

Christmas comes alive at Fortnum's

The slot begins and ends with its picnic baskets, the hefty hampers filled to the brim with seasonal items that can be bought in stores or online.

The BYO product is a signature of the company, bringing together the many trades of Fortnum & Mason such as culinary arts, hospitality and retail. In-house artisans craft the packed baskets for customers and bring their expert touch to the arrangements.

As shoppers can pick from premade hampers or choose the items within themselves, the department store's approach marries creativity and centuries-old know-how, leaving space for exploration.

With this buying model, Fortnum & Mason's team's role is twofold. They either bring to life the custom picnic basket of their client's dreams or present carefully gathered arrays that have already been thought out for those buying them.



Fortnum's hampers are now framed in a way that could appeal to holiday shoppers. Image credit: Fortnum & Mason

Though the focus is on the BYO option, the latter avenue is also included in the shop's holiday visuals, appealing to every kind of customer watching.

Hampers have become the darling of Fortnum & Mason, the brand turning to them often for milestone moments ([see story](#)) and summer slots. The product has many sections on the [company website](#), hailed as the retailer's "beloved parcels of joy."

A wicker recycling service and backstories of the picnic baskets all have a home in these dedicated digital spaces, updated as the year goes on.

BYO hamper at Fortnum & Mason

This summer, the brand took to the wild corners of Britain for a hamper campaign, showcasing how the items promote adventure, togetherness and leisure ([see story](#)). The advertisement was ethereal, immersing viewers in the characteristically social aspect of the products.

Now, Fortnum & Mason is reenvisioning the trademark creations for winter, reframing them for the holidays and filling them with musical tins, fruitcakes, mincemeat pies and gifts.

As these decidedly British products twirl and come to life in the Christmas campaign at hand, the hampers act as a vessel for customers to secure each of these holiday items. Like past picnicking campaigns, Fortnum & Mason takes an emotional advertising approach as it makes the case that these baskets not only tie the contents together, but bond loved ones as well.

Festive season with Fortnum's

Fortnum & Mason is known for its Christmas displays, products and events.

[#FortnumsChristmas](#) Windows are HERE! From piano playing tea caddies and airborne Christmas Puddings to dancing biscuit tins and hampers with a mind of their own, this year's windows illustrate a festive re-imagining of what our products get up to after the store has closed. pic.twitter.com/Fy9AilmncM

Fortnum & Mason (@Fortnums) [October 29, 2023](#)

Those in London can enjoy the lit-up exterior of the department store and merriment inside. These festivities find their way into the brand's digital touchpoints, with its social media and website completely transformed for the holiday.

An entire [landing page](#) is now dedicated to the season, advertising the retailer's slew of creations it rolls out specifically for the occasion.

From advent calendars to Christmas crackers, many of these buys are classically European, presenting an Old World perspective of December. This is a view that many in luxury have taken up this month across categories in their own pieces of marketing, but has taken a particular hold over the travel and hospitality business ([see story](#)).

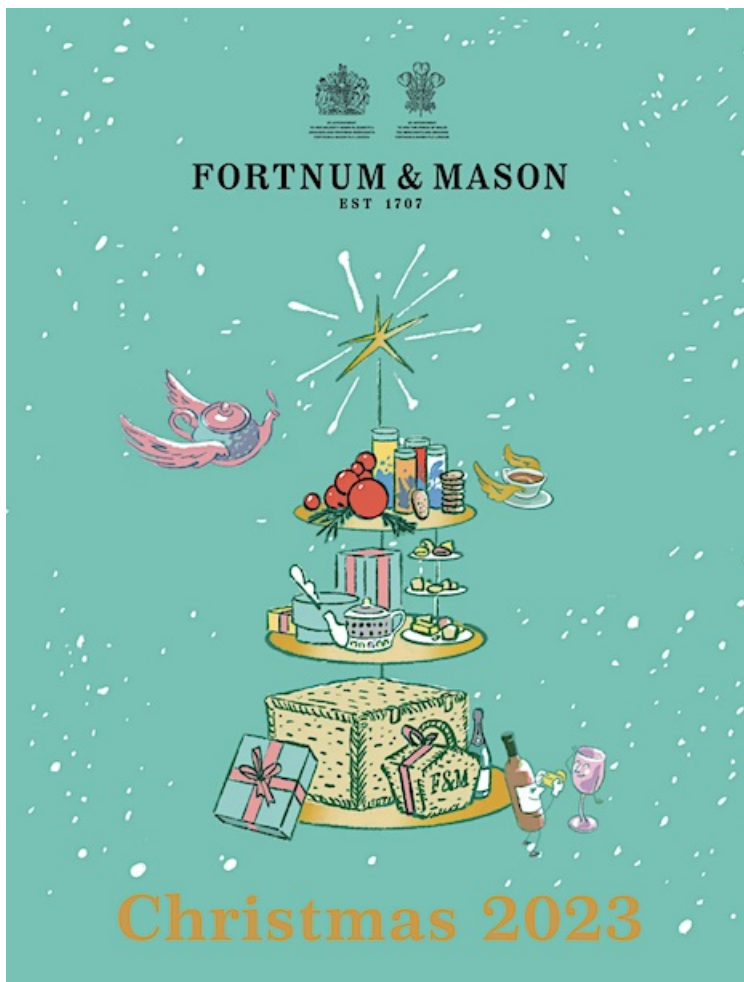


Fortnum & Mason is bringing classics and new creations to the holiday roster. Image credit: Fortnum & Mason

Fortnum & Mason's extensive landing page for the holidays includes food inspiration, gift guides of all sorts, updates on new items that have made landfall for Christmas and, of course, plugs for its "festive wickers;" the picnic baskets are piled high with goodies.

Additionally, the brand has published its annual [Christmas Brochure](#) for 2023.

The online leaflet is 52 pages in length, complete with whimsical poems, how-tos for the BYO hampers, vibrant imagery and catalog-style listings of exclusives.



An annual brochure has now been published for customers to browse. Image credit: Fortnum & Mason

And what lies on its cover?: two Fortnum & Mason picnic baskets.

Snow or sun, it seems that wicker hampers are the face of all seasons at the London institution.

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