

RETAIL

Fortnum & Mason tributes English countryside for Easter

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Despite more than four in five British adults planning to celebrate on Sunday, the retailer is among the few to have their ear. Image credit: Fortnum & Mason

By EMILY IRIS DEGN

Among the few luxury names observing Easter this year is British department store Fortnum & Mason.

While others in the sector are focusing on general themes of spring before the next major marketing event, Mother's Day, hits, the high-end retailer is presenting a celebration filled with distinct nods to its homeland. Running through March 31, the "Ever So Easter" festivities, as Fortnum & Mason calls them, include lush tablescape tutorials, events that combine traditional baking and storytelling, and product offerings such as ornate, chocolate eggs and the brand's signature hampers stuffed with gourmet goods.

Pastoral appeal

The retailer's "Ever So Easter" campaign includes a 20-second-long video advertising its new and favorite holiday products.

Fortnum & Mason presents "Ever So Easter"

Set against a backdrop of classic English blooms, mossy landscaping and flourishing gardens, the imagery reads as a timeless ode to the season in the commonwealth. Soft rabbits hop through piles of luxurious goods, with baskets filled to the brim with desserts and traditional Easter foods.

Across its website, Fortnum & Mason is also staging dining ware against scenes seemingly pulled straight from the British countryside.

Antique wooden tables display hot crossed buns and lettuce-shaped bowls hold sweets. Daffodils, egg cartons, spring chickens and violet-topped cakes adorn the spaces.



As more than 90 percent of those in Northern Ireland are celebrating Easter this year, Fortnum & Mason's recent Northern Irish baking class and storytelling session secured an invested audience. Image credit: Fortnum & Mason

The push contextualizes the department store's goods within the Easter celebrations of British families, arguably its biggest customer demographic.

Showing off new and old holiday staples, [tutorials](#) are now live on the website that teach how to design a perfect hosting space, how to bake traditional treats and how to set a magazine-worthy table. Live classes, in-store activations, [gift guides](#) and, of course, an Easter catalog flooded with floral products are also on offer.

Running now through this upcoming Sunday, "Ever So Easter" fuses classically Fortnum & Mason styles such as plant embellishments ([see story](#)) and wicker picnic baskets ([see story](#)) with a recognizably British view of the spring holiday. The effect lies somewhere between the London design scene and the rustic kitchens in the English hills that smell of baking bread and chocolate.

The case for Easter

Easter celebrations are light this year, but this is not unusual in luxury.



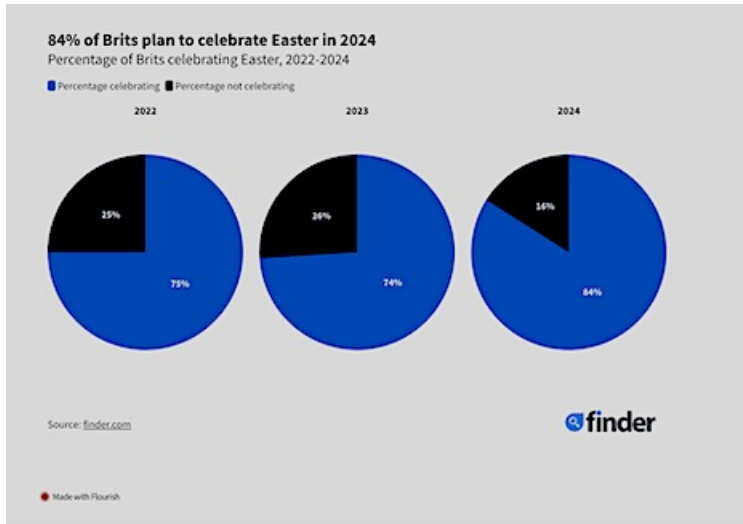
Many of Fortnum & Mason's evergreen products align well with Easter, featuring plants and bits of nature native to England. Image credit: Fortnum & Mason

Perhaps due to the religious nature of the holiday, it has been a few years since the market saw sweeping efforts to appeal to those taking part in the Sunday occasion ([see story](#)). Though brands do ring in annual observances, such as Christmas, Easter's lack of similar gift-giving, spending-oriented traditions grants businesses less of an incentive to participate.

However, with many food-centric practices being so deeply associated with the day, retailers and companies that specialize in anything culinary or beverage-related are in a unique spot to benefit.

As the symbols of Easter are also aligned with the overarching season at hand, brands are also able to either reuse spring

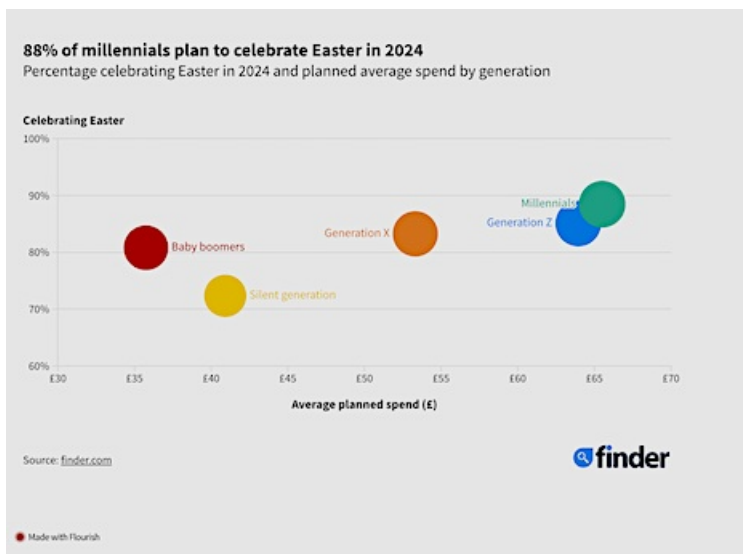
products or put out new items without interrupting other marketing themes taking place.



Fortnum & Mason's U.K.-centric advertising for Easter is arguably appealing to a large majority of its home country. Image credit: Finder

Those located in Great Britain are in a particularly good position, as 84 percent of those in the country plan to celebrate Easter this year, according to the latest [analyses](#) in 2023, 74 percent stated as much. Seventy-seven percent of British adults also report that they plan to spend on the holiday, with an average predicted to drop about \$57 per person.

With a large portion of those making merry being millennial and Gen Z consumers, this is the group to appeal to. In fact, 88 percent of those between the ages of 24 and 42 years old plan to do something for Easter, and will spend \$71.50, a figure notably above the overall average rate 85 percent of people between the ages of 16 and 23 in the country also expect to observe, on average gearing up to spend about \$69.



Fortnum & Mason's colorful, nature-forward campaign could capture the attention of young people, who show particular enthusiasm for these angles and Easter. Image credit: Finder

By the end of March, a total of 2.1 billion euros, or \$2.27 billion at current exchange, will be spent on the occasion in the U.K. across age groups.

With the holiday woven into government and academic procedures in the region, it is no wonder that it has bled into citizens' budgets.

While children in the United States and other countries get a spring break before summer brings classes to a conclusion, English schoolgoers get an Easter break. Spanning two weeks on both sides of the Sunday, it is an entire seven days longer than the U.K. "spring half-term," the British version of spring break.



Fortnum & Mason pairs classical symbols of an English springtime with some of its highest-selling concepts of the year, such as chocolate eggs. Image credit: Fortnum & Mason

Each of those children is expected to, on average, receive 8.8 chocolate eggs this year. This is according to research from U.K. retail packager **GWP Group**, which also estimates that between 80 and 90 million of these are eaten every year in the nation during the seasonal observance.

This could explain why the festive treats account for 10 percent of Britain's total annual spending on chocolate.

It should be no wonder why, despite the overall lack of luxury enthusiasm for the holiday, British names tend to be the ones to engage.



Fortnum & Mason is attempting to reel in a broad range of tastes, offering white, milk and dark chocolate eggs this year, on top of dairy-free and fruity desserts. Image credit: Fortnum & Mason

Department store **Harrods** among them, chocolate eggs are unsurprisingly the focal point of its marketing. Similar to Fortnum & Mason, hampers, tablescapes how-to's, gift guides and entertaining are given their own spotlights in the Easter efforts.

Among the only non-British names to tap into occasion: French fashion house Louis Vuitton, which is advertising its hen-shaped sweets and, of course, chocolate eggs made by pastry chef Maxime Frdric.

The goodies can be ordered [online](#).

Maxime Frdric at Louis Vuitton. Pastry chef Maxime Frdric has expertly crafted divine chocolate creations for an enchanting Easter celebration. [#MaximeFrederic](#) [#LouisVuitton](#)

Louis Vuitton (@LouisVuitton) [March 26, 2024](#)

With just days left before the Sunday celebration, it is unlikely that 2024 will see much more excitement from those not already involved.