

INTERNET

Harrods customizes summer shopping via e-boutique

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By TRICIA CARR

London-based department store Harrods is pushing summer fashion and beauty in a digital shopping guide and e-boutique presented by occasions that affluent consumers would likely celebrate.

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Luxury Daily

The retailer is offering summer-appropriate items in an e-boutique called The Season that is also a guide to dressing for festivals, balls, races and parties and is sharing the content via email and social media. Harrods has used shopping guides in the past to offer products for a certain time of year or British holiday.

“Harrods’ The Season guide, part of the Inspiration and Trend segment of the site, serves as a beautiful brand extension,” said Molly Leis, principal of [MRL Communications](#), New York.

“Created with an editorial perspective, Harrods curates a luxurious lifestyle humanizing the online shopping experience and inspiring shopping through storytelling,” she said.

Ms. Leis is not affiliated with Harrods, but agreed to comment as an industry expert.

[Harrods](#) did not respond before press deadline.

Tis the season

Harrods is using the notion of “how to look pretty but stay practical” to appeal to female consumers when marketing The Season.

Users are directed to the ecommerce boutique that corresponds with each section of the guide via the Shop the Look buttons.

The Season is split into four sections –The Festival, The Garden Party, The Races and The Summer Ball.

The Festival section is based on an outfit worn by model Alexa Chung. The retailer presents jackets, wellies, graphic tees and accessories that a woman can wear to keep warm at an all-day festival that are similar to Ms. Chung's.

BARBOUR
Once a staple of farmers alone, the oh-so-British Barbour has transformed into a festival favourite. Weather-resistant and warm, the classic waxed jacket is perfect for slipping on during unexpected showers. Follow Alexa Chung's lead and add Breton stripes and thigh-skimming shorts to keep it fashion-forward.

SHOP JACKETS

“ The classic waxed jacket is perfect for slipping on during unexpected showers

WELLIES
Forget strappy sandals or white brogues - no other footwear will master muddy fields quite as well as the classic Wellington boot. Joule® printed floral versions really pop when paired with cut-off denim shorts, while signature Hunters in green or navy work really well with a floral tea dress and chunky cardigan. For evening! Add quirky printed tights or over-the-knee socks.

SHOP WELLIES

The Festival guide

Next, The Races section focuses on hats, shoes, nautical clothing and the pencil dress by telling women what type of clothing is appropriate for the British Ascot races.

This part of the guide holds a video featuring hat maker Philip Treacy that shows consumers how to find the perfect headpiece.

THE RACES
Dress to impress at the races this summer. Here's our top tip on finding that head-turning hat and navigating new dress codes.

RETURN TO BOUTIQUE

THE HATS
Watch our video with master milliner Philip Treacy (left), as he imparts wisdom on finding the perfect hat: "Fascinators enabled people to be lazy by wearing a headband with a flower and a knackered feather on it, whereas Ascot is about hats, and hats should be worn." And remember to choose your outfit first, because if you

The Races guide

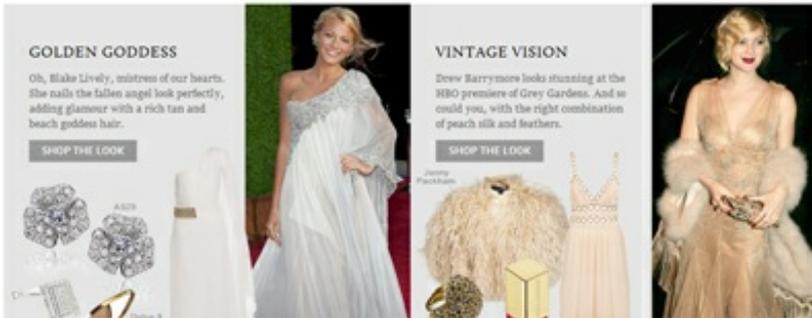
The Garden Party page gives tips on how to dress for an outdoor occasion with a suitable dress, pair of sunglasses, picnic basket and makeup shade.



The Garden Party guide

Lastly, The Summer Ball section of the boutique shows four evening looks inspired by celebrities including Blake Lively, Drew Barrymore, Alexa Chung and Diane Kruger. Each woman is shown in a picture from the red carpet with text that describes the look.

The retailer recreated the look with its items that consumers can browse and purchase with the click of a button.



The Summer Ball guide

“These style guides add value by addressing the proverbial consumer worry of what to wear to an important event,” Ms. Leis said.

“Through offering recommendations to meet their customers’ needs, hence solving their problems, brands build trust and a more meaningful connection with their consumer,” she said.

Seasoned retailer

Harrods is using bright imagery and editorialized text in The Section, most likely to feel welcoming to consumers.

This may help the retailer gain more action on its ecommerce site because consumers

feel like they are being offered useful information in exchange for their purchase.

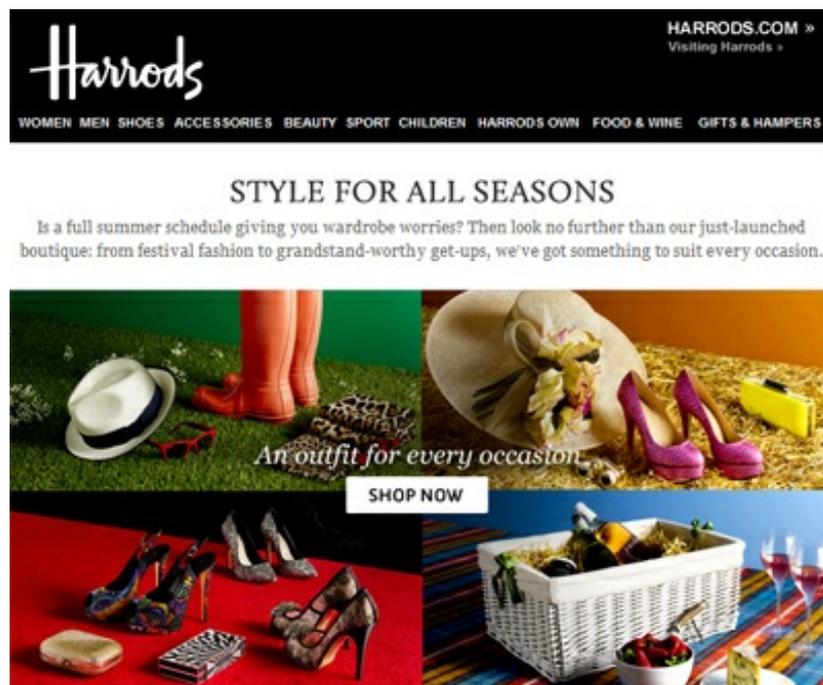
Harrods has used shoppable guides frequently to align certain products with a time of year or a British holiday.

For example, the retailer tapped into locals' affinity for Queen Elizabeth II to market a product line based on the monarch's Diamond Jubilee ([see story](#)).

In addition, Harrods created an e-boutique and guide to attract brides as well as wedding participants and guests to leverage products during the wedding season ([see story](#)).

The brand's use of email and social media to promote its shopping guides will likely drive more clicks.

Harrods sent an email May 15 to its list to raise awareness for The Season.



Harrods email

The retailer is also sharing the guide via its [Web site](#), [Facebook](#) account and [Twitter](#) feed with hashtag #TheSeason.

Since the Harrods store is a landmark in London, the brand might want to consider in-store displays based on the guide to reach more consumers.

"Ecommerce sites have realized that it is not enough to attract consumers to a Web site simply selling products their consumers generally like," Ms. Leis said.

"Harrods' summer guide demonstrates the success of personalizing the experience to achieve individual consumer interest and connection," she said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

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