

IN-STORE

## What luxury marketers can learn from Dior and Harrods' partnership

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By TRICIA CARR

Luxury marketers that are looking to create a retail venue with the same effect as Christian Dior's limited-time transformation of Harrods should sharply tailor the concept.

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**Luxury Daily**

On April 14, the French label will wrap up its month-long campaign within the walls of the London department store during which it has taken over Harrods windows and offered visitors a pop-up store, exhibit, beauty promotions and brand-themed eats. Luxury brands can potentially benefit from a retail partnership similar to this one as long as the two parties can work together seamlessly and localize the shopping experience.

"With the ability of consumers to shop anywhere anytime, localizing the assortment is key for brick-and-mortar locations to survive," said Kathleen Fischer, marketing manager at [Boston Retail Partners](#), Boston.

Perfect pair

Beginning March 14, Dior is presenting Harrods shoppers with branded activities throughout the store.

The windows that run along Brompton Road feature displays that celebrate British culture with elements such as Dior's grey-and-white color palate and ready-to-wear items

alongside London's Royal Beefeaters.



### *Windows*

Inside, Dior offers a pop-up store on the ground floor.



### *Pop-up shop*

In addition, the "So Dior" apparel and accessories exhibit on the fourth floor shows pieces for which the fashion house is famous.



## *Exhibit*

Harrods also created Café Dior at The Georgian Restaurant where visitors can order meals inspired by Christian Dior's cookbook in a branded atmosphere.



### *Café Dior*

At the beauty counter, Dior offers consumers a Harrods-exclusive makeup line of nail polish, face palettes, lipstick and fragrance.

Dior likely could not have pulled off this campaign without partnering with a store that can live up to its service standards.

Luxury marketers should delegate a brand ambassador when partnering with a retailer who will oversee the activities and be sure that the experience is up to par, per Paula Rosenblum, managing partner at [RSR](#), Miami, FL.

Also, brands should be sure that select store associates can provide the right customer experience.

“It sounds overly simplistic, but you want to make sure the partner is already committed to a personalized and tailored in-store experience,” Ms. Rosenblum said.

### Local focus

Localization is a buzzword in retail, per Boston Retail Partners’ Mr. Fischer.

Marketers such as Dior are concentrating their efforts in local markets to keep the brand alive in a bricks-and-mortar sense.

“With Dior's event at Harrods, they tied together the luxury brand of Dior with the familiarity and excitement of London to appeal to the local customer,” Ms. Fischer said.

Retailers serve a purpose for brands, per RSR’s Ms. Rosenblum.

Luxury brands can trigger in-store purchases and local awareness just from featuring their products in a high-end department store.

Marketers routinely partner with local department stores to make personal appearances

and host events for this reason.

For example, Rebecca Minkoff looked to interact with its target audience of female millennials through a Valentine's Day event with beauty brand Laura Mercier at retail partner Bloomingdale's.

The brand pushed attendees to purchase a Mini M.A.C. bag to go with their Valentine's Day evening outfit at the "Kiss & Tell" event ([see story](#)).

If a luxury brand is to have an extended stay in the manner of Dior's presence at Harrods, it must select a department store environment that can truly mirror the brand experience.

Department stores with only one location can offer this tailored experience.

"I would be very selective about the department stores chosen though – you want to make sure the brand is not compromised, Ms. Rosenblum said.

Final Take

*Tricia Carr, associate reporter on Luxury Daily, New York*

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