

IN-STORE

Harrods attracts children with Princess-themed Disney boutique

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By JEN KING

British retailer Harrods is waving its magic wand to attract a new generation of young consumers to its London department store with the introduction of its “Bibbidi Bobbidi Boutique” inspired by Disney’s “Cinderella.”

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Luxury Daily

Officially opened on Nov. 25, Harrods partnered with Disney to bring to life the fairy tales enshrined in popular imagination. The Boutique is recommended for children ages 3 to 12 and will work to Harrods’ advantage as the connection created with participating children will leave a lasting impression on them as they mature.

"It's an interesting follow-up to the Green Man promotion earlier this year," said Dave Rodgeron, a Toronto-based retail analyst and consultant.

"That program engaged shoppers in a social media campaign to find the well-known doorman from Harrods as he made his way through London," he said.

"Each of these events are a great example of how the retailer is working to engage a new generation of customers."

Mr. Rodgeron is not affiliated with Harrods, but agreed to comment as an industry expert.

Harrods was unable to comment before press deadline.

Wish upon a magic star

Located on Harrods' fourth floor, the Bibbidi Bobbidi Boutique is seen as the permanent centerpiece of Disney's presence within the London department store.

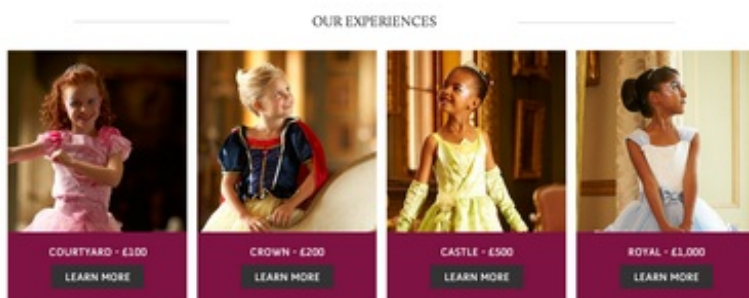
The Boutique is designed to resemble an enchanted castle and features a team of "Fairy Godmothers-in-Training" to help transform the visiting children into princesses and knights. During their appointment, the children will be pampered and styled as they learn basic etiquette and manners like princesses and knights.



Princess and Fairy Godmother-in-Training at Harrods

Princess bookings are available at five different price levels. The first, "Courtyard" is \$160, and includes an exclusive outfit and sash, commemorative photograph and certificate, in addition to hair-do and accessories, face paint and nail color.

Harrods' Bibbidi Bobbidi Boutique's next level "Crown" can be booked for \$323 and features the aforementioned package as well as exclusive princess dresses to select from, a tiara and filled make-up bag. Each level builds off the next, with "Castle" for \$809 including glittery princess shoes, a goodie-filled make-up case, an exclusive travel case and the complete Disney Princess doll collection.



Princess experiences levels

The top tier, "Royal," includes all of the above with the addition of a crystal shoe keepsake just like Cinderella's and storytelling photo album for \$1,618.

BROWSE EXPERIENCES **SIGN IN** **BOOK NOW**

Bibbidi Bobbidi Boutique
of Harrods

ROYAL

This is a once in a lifetime experience befitting a true Princess. Meet your Fairy Godmother-in-training as she guides you through your magical Princess transformation. Your Princess story begins here.

[See the full experience](#)

This magnificent experience includes a choice from three exclusively designed luxury ball gowns and four glittering Princess shoes, a sparkly sash and an exclusive sash and t-shirt. Also included is a make-up case filled with lots of goodies, a Princess travel case, a keepsake crystal Cinderella slipper and the complete Disney Princess doll collection. To complete the transformation your little Princess will choose from a selection of hair styles, face paints, nail colours and hair accessories. You will then take away a beautiful storytelling photo album full of memories following their transformation journey through the Boutique, as well as a commemorative photograph and certificate.

Exclusive Princess ball gown
Sparkly sash
Princess Shoes
Bibbidi Bobbidi Boutique sash
Exclusive Boutique t-shirt
Princess hairstyle
Hair accessories
Magical face paint
Choice of nail colour
Filled make-up case
Crystal Cinderella slipper
Disney Princess Doll Collection
Luxury Travel Case
Storytelling photo album
Framed 9 x 6" photograph
Commemorative certificate

[ROYAL](#) [CASTLE](#) [CROWN](#) [COURTYARD](#) [KNIGHT](#)

Royal Experience £1,500 *Minimum age 3 years, recommended up to 12 years. Please click [here](#) for size guide

[Make a Booking](#)

The Royal package at the Bibbidi Bobbidi Boutique

For young boys a “Knight” package is available for \$80. The package includes a visit to Merlin to learn about how to become a knight, a knight t-shirt, sword, hair style and face paint as well as a commemorative photograph and certificate.

To connect with participants and those planning on booking an appointment at the Bibbidi Bobbidi Boutique, Harrods is using the hashtag #DisneyBBB on Facebook and Instagram.



Harrods

Once upon a time, a Fairy Godmother waved her wand over London Town and brought a little Disney magic to Harrods...

We recently announced the launch of the Cinderella-inspired "Bibbidi Bobbidi Boutique" here at Harrods. Well the wait is finally over as it is now officially open. The Bibbidi Bobbidi Boutique forms the permanent centrepiece of Disney at Harrods and will be the ultimately storytelling experience for children aged 3-12. We invite your little princes and princesses to become a part of the fairytales that you have no doubt read to them over the years.

Booking lines are now open and full details regarding making a booking can be found here - <http://bit.ly/1g1BMfK>

Join the conversation on Instagram and Twitter using the hashtag #DisneyBBB — at Harrods.



Like · Comment · Share · 823 30 53 · Yesterday at 5:00am ·

Harrods Facebook post

For the kids

Incorporating children's programs into marketing strategies can create long-term brand loyalty because of the fondness many people hold for childhood memories.

For example, Mandarin Oriental, London is partnering with London department store Harrods for the second year to bring holiday cheer to families during the winter through exclusive experiences.

Guests vacationing with children during the holiday season are encouraged to book the Mandarin Oriental's Candlelit Christmas with Harrods offer ([see story](#)).

Similarly, The James Hotel is making family vacations more conducive to bonding with its lil' james hotel amenity program that aims to engage children with creative projects.

The packages can be tailored to fit children's interests and talents and incorporates local organizations and attractions into the mix. By crafting activities that overcome the one-size-fits-all mantra, families of most dynamics may find ample time to connect ([see story](#)).

For retailers, a program that depends on a thriving in-store experience, heavy digital promotions can rally consumers.

"With the Disney collaboration, it's a perfect example of creating an immersive

experience," Mr. Rodgers said. "The children will, of course, remember this for a lifetime and that memory will certainly create a lasting relationship with Harrods.

"In the meantime, I imagine that there will be a great many photographs appearing on Facebook and throughout other social media Web sites which will, of course, benefit both Harrods and Disney," he said. "Therein lies the secret sauce to this promotion.

"It's not about corporate collaboration, it's all about creating memories that become user-created content. That's the best kind of promotion that any retailer can inspire."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/V2cf-4hfD80](http://www.youtube.com/embed/V2cf-4hfD80)

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