

IN-STORE

## Harrods hosts month-long beauty event to create loyal clients

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By SARAH JONES

British retailer Harrods is aiming to elevate itself as the destination for skincare with a series of events dedicated to the scientific breakthroughs in the category.

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Harrods' Skinovation series will feature both workshops and masterclasses, as well as one-on-one consultations with representatives for high-end skincare brands, including La Prairie and Kiehl's. By hosting this event, Harrods is able to give affluent consumers face time with experts in the skincare industry, beginning relationships that may grow as they return for product refills.

"Harrods Skinovation program should be very successful from the perspective of an exclusive customer experience," said Dave Rodgerson, a Toronto-based retail analyst and consultant.

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

**Harrods** did not respond by press deadline.

Doctors on call

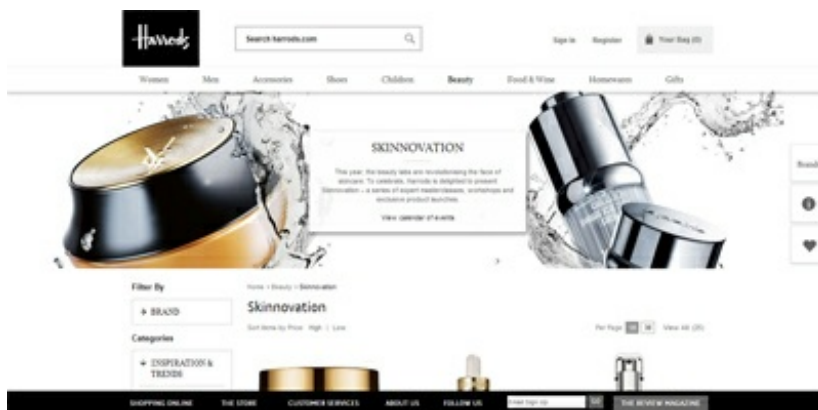
Harrods' Skinovation series focuses on new breakthroughs in the skincare segment.

The schedule for Harrods' Skinnovation series includes 12 different beauty experts appearing between Jan. 23 and Feb. 18.

Included experts are Beverly Hills dermatologist Dr. Harold A. Lancer, who created his own line of products, dubbed "The Method," and Dr. Daniel Stangl, who works in research and development for La Prairie.

In order to book an appointment with one of the experts, consumers need to call or email Harrods' concierge. All but one session require a booking fee ranging from approximately \$60 to \$80.

Harrods has also created a destination for skinnovation products on its ecommerce page so consumers can shop the products and brands featured in the events in one place.



### *Harrods ecommerce site*

Harrods let its social media fans know about the event with a tweet and Facebook post introducing the series, using the hashtag #Skinnovation.



### *Tweet from Harrods*

Beauty conscious

Fashion retailers have focused a lot of energy on the beauty business, understanding that beauty is an entry point to the brand.

For instance, British fashion label Burberry has opened a new digitally enhanced retail location to showcase its recently launched beauty line.

The Burberry Beauty Box, located in London's Covent Garden, carries Burberry's beauty,

fragrance and accessory lines, and offers consumers the ability to discover the brand's cosmetics through both sales associate consultations and digital touchpoints, including mobile checkout. By creating a space specifically for its beauty line, Burberry is able to encourage consumer interaction with its beauty products, drive sales of the new line and test out new retail tactics ([see story](#)).

Harrods has previously shown its dedication to its beauty business with interactive digital content.

For instance, the retailer used its iPad magazine application to mimic an in-store makeup trial to strengthen mobile commerce beauty sales.

Found in the December/January 2014 issue of Harrods' magazine app, the interactive "Makeup Studio" features four high-end beauty lines carried by the retailer. Interactive digital content that allows consumers to "try on" a product or see how an item works mirrors the in-store experience and empowers consumers with a better understanding of products ([see story](#)).

Because of the setup of the series, and limited availability of appointments, consumers will likely respond well.

"Customers will always place more value in a service that they have paid for as opposed to a free consultation," Mr. Rodgerson said.

"The fact that many of the cosmetic companies are conducting the sessions with doctors adds another level of prestige to the experience," he said.

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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