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Harrods promotes new décor concept with store window display

February 11, 2014



By SARAH JONES

British department store Harrods is showcasing its overhauled home furnishings department with window displays designed by Condé Nast shelter publication House & Garden.

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The 11 interior-themed windows, with six designed by the magazine, focus on modern interior decor, giving viewers an idea of what can be bought in Harrods' new Harrods is Home section. This is an effective way to promote the new selection in-store, since it shows realistic yet aspirational uses of the products Harrods carries.

"It's a case of a brand endorsement," said Rob Frankel, branding expert at marketing consultancy firm [Frankel & Anderson](#), Los Angeles.

"Harrods is looking for credibility in a space where it previously had no credibility," he said. "House & Garden gives them an instant credibility in that space."

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

[Harrods](#) was unable to comment directly.

Interior exterior

Harrods unveiled the House & Garden windows Feb. 9. The windows were curated by Gabby Deeming, decoration editor for the magazine, and show a variety of living spaces. A white canopy bed is surrounded by blue accents, including a royal blue headboard, and minimal furniture.



Harrods window by House & Garden

In another window, a dining table set meshes with a potting shed, with foliage wallpaper pulling the green color scheme together.



Harrods window by House & Garden

Ideas for a living room and home office are also depicted in House & Garden's windows. Leading up to the unveiling, Harrods posted teaser images to its social media accounts, telling its followers to watch its Instagram for more updates with the branded hashtag #HarrodsHome.



Harrods
Yesterday

House & Garden (5 photos)

Today sees the unveiling of our exciting collaboration with House & Garden in the world famous Harrods windows. Over the coming weeks, we will be showcasing the absolute pinnacle of luxurious living with a host of amazing designers accompanied by their exquisite creations.

Join the conversation on Instagram and Twitter using the hashtag #HarrodsHome.

Experience luxurious living - <http://bit.ly/1e9RUbt> — at Harrods.



Facebook post from Harrods

House & Garden also told its followers about the partnership, giving viewers behind-the-scenes footage of the making of the windows on its blog.

Behind the scenes



Blog post on House & Garden Web site

In addition, the publication featured the window display in its March issue in the front of the book, with a large photo of the green room concept with credits detailing all of the décor items pictured, pointing its readers to Harrods to purchase the merchandise.

The project is also mentioned in the editor's letter, which tells readers to go check out the windows in person to see more.

House & Garden readers have an average household income of \$168,860, with a large number of affluent readers said to spend on luxury, making them a desirable audience to target.

On display

Harrods has previously gone beyond fashion for its windows, hosting unconventional displays from brand partners.

For instance, Rolls-Royce Motor Cars targeted affluent Harrods shoppers with window displays at the London department store to celebrate the British debut of the Wraith vehicle.

This display marked the first time that the British automaker had put its vehicles on display in a retailer's windows. The display likely gave both brands additional exposure since automakers typically do not advertise in retail windows ([see story](#)).

Department stores typically do not push their home furnishings lines, so when they do, it helps them stay apart from their competitors.

Neiman Marcus pushed home products to the fashion-minded audience of New York magazine's *The Cut* through a mobile advertisement.

The ad contained a picture of a dining room set and a simple call to action that read “Shop Now” and a click-through lead to Neiman Marcus’ mobile-optimized site that was currently offering a sale on home products. The retailer likely stuck out from the other advertisers on The Cut that were promoting apparel and beauty products ([see story](#)).

Because Harrods is partnering with a publication with its own audience, the retailer can benefit from exposure.

"That's a good thing about partnering with a medium," Mr. Frankel said.

"Harrods gives House & Garden an upscale boost," he said. "And House & Garden gives Harrods publicity for a new destination in Harrods' store. It's a mutually beneficial relationship."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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