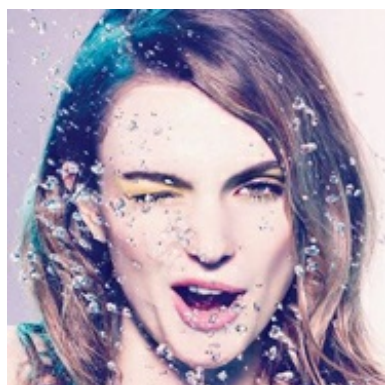


MULTICHANNEL

Harrods balances skincare events with exclusive products via email blast

February 14, 2014



By JEN KING

London department store Harrods is aiming to increase ecommerce sales while simultaneously rejuvenating its in-store skincare event line-up as it comes to an end Feb. 18 with an email blast of exclusive products.



Harrods emphasized the “new” and “exclusive” products in the subject line to generate more opens. Promoting products available only at Harrods drives foot traffic both in-store and online as affluent consumers gravitate toward exclusivity.

"The fragrance and cosmetic businesses have a long history of using direct mail to alert their customers to new promotions," said Dave Rodgeron, a Toronto-based retail analyst and consultant.

"My concern is that they're using a new technology to support an old process, that being the way they connect with clients," he said. "If the cosmetician has built a strong relationship with the client, the customer may take the time to read the email."

"In today's world we get so much virtual junk mail that it could get lost in the shuffle. A direct message via Twitter would carry far more weight."

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

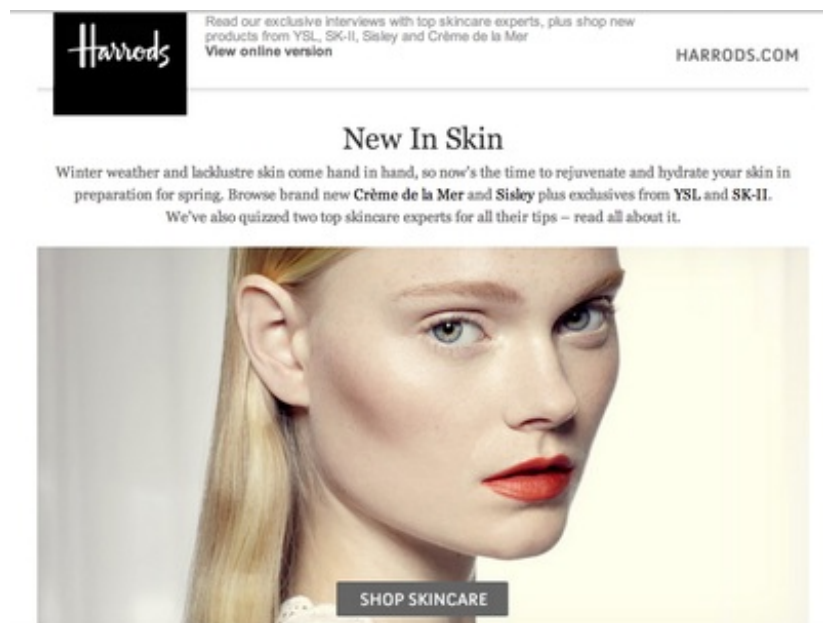
expert.

Harrods did not respond by press deadline.

The skin you're in

The body of email opened with a paragraph enticing consumers to prep their skin for spring with skincare products that rejuvenate during the winter months. Harrods also included brands selling exclusive products, such as Yves Saint Laurent and SK-II, at the retailer and mentioned the professional advice provided in-store.

A fresh-faced model's picture was seen further down with a prompt to "shop now." A click-through landed on Harrods' "Just In" skincare page on its Web site.



Body of Harrods' skincare email

When on the skincare ecommerce page, the first row of products are available only at Harrods, including a world exclusive, Yves Saint Laurent's Or Rouge GFC Crème for \$457. Other new and exclusive products carried by the retailer include By Terry, SK-II, Temple Spa and Rodial.

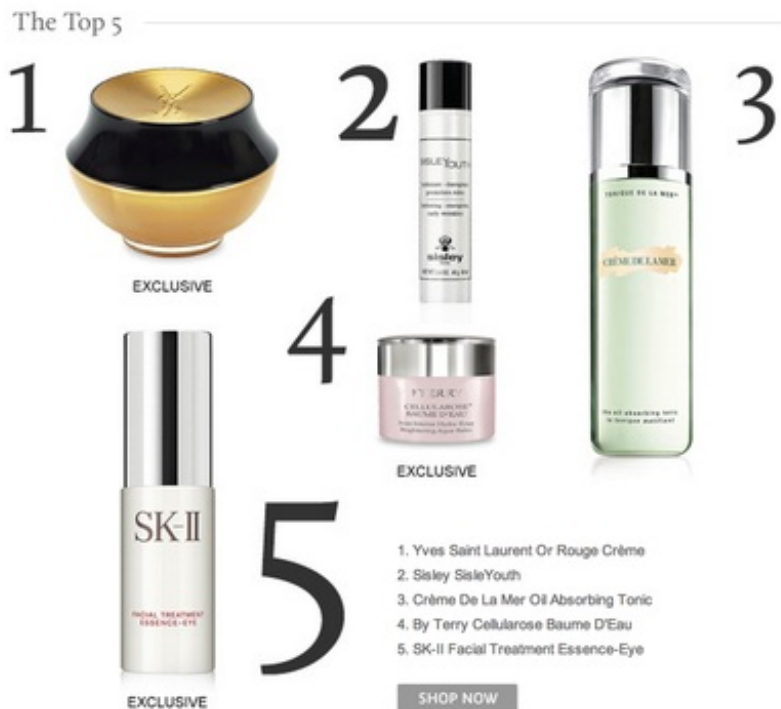
If the consumer does not immediately click shop now and continue to scroll, they can follow the prompts to read an interview with Caroline Negre, scientific communication director at Yves Saint Laurent Beauté or learn skincare tips from a Q&A with Dr. Harold A. Lancer, a Beverly Hills, CA-based dermatologist.

Both Ms. Negre and Dr. Lancer participated in Harrods' Skinovation event series Jan. 23 through Feb. 18 that featured workshops and masterclasses, as well as one-on-one consultations with representatives for high-end skincare brands (see story).

The additional support that the email blast creates for Skinovation will help the retailer attract consumers in-store as the event program winds down.

Consumers unable to attend can still receive the professional advice remotely and shop the products using Harrods' ecommerce site.

Also, Harrods' email contained a top 5 list of the retailer's picks for best skincare products to rejuvenate and hydrate skin for spring. The brands listed included Yves Saint Laurent' Or Rouge Crème, Sisley's SisleYouth, Crème De La Mer's Oil Absorbing Tonic, By Terry's Cellularose Baume D'Eau and SK-II's Facial Treatment Essence-Eye.



Top 5 products included in the Harrods email

Digital approach

Harrods has a knack for creating digital campaigns that increase visibility for its beauty department's products and in-store events.

For example, Harrods 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](#)).

Also, Harrods used its iPad magazine application to spur perfume enthusiasts to visit the store for its "Meet the Perfumers" experience.

Meet the Perfumers showcased a selection of well-known perfumers and exclusive workshops in Harrods Beauty Halls. The month-long event from August 22 through Sept. 19 was an ideal way for Harrods to boost in-store traffic for the release of the fall 2013 fragrances ([see story](#)).

Consumers may be hesitant to heed the advice of a sales associate in today's retail environment, but recommendations by a doctor or skincare professional may have more

sway.

"The value of a doctor's message will always carry more value when discussing skincare products," Mr. Rodgerson said. "They represent a level of professionalism that is more significant than those of the cosmetician."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/0ebrOHqIcvc](https://www.youtube.com/embed/0ebrOHqIcvc)

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