

IN-STORE

## Fortnum & Mason looks beyond food with Stationery Week events

April 1, 2014



*Facade of Fortnum & Mason*

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By SARAH JONES

British department store Fortnum & Mason is hosting a series of events at its Picadilly store in London to commemorate National Stationery Week.

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**Luxury Daily**

From March 31 to April 6, Fortnum & Mason will host exclusive product launches and will invite experts and artists to its stationery floor to celebrate writing with pen on paper. Since Fortnum & Mason is typically known for its food rather than its paper selection, this event will allow the retailer to raise awareness of its other offerings.

"National Stationery Week is the perfect opportunity for us to showcase our recently relaunched stationery department," said Joe Guest, stationery and Christmas buyer at [Fortnum & Mason](#), London. "We are welcoming some of our incredible suppliers to our Piccadilly store, where we will be holding demonstrations on everything from gift wrapping to calligraphy.

"Fortnum & Mason's stationery department should be a destination for all stationery aficionados," he said. "We stock an unrivaled range of products from suppliers across the United Kingdom and the world, including Mount Street, the stationers to Prince Charles.

"Shopping for stationery is one of life's more pleasurable experiences, and the events we are running during National Stationery Week emphasize our expertise in the area and highlight the exclusive ranges and bespoke services we offer. They are also great fun."

Pen and paper

National Stationery Week was started by the Stationery Show in 2012, and raises awareness for the "pleasure and importance of writing by hand." Throughout the week, Fortnum & Mason will offer a range of promotions and talks related to stationery and writing.



*Fortnum & Mason Stationery Week promotional image*

Fortnum & Mason is the exclusive stockist of Mayfair's Mount Street Printers, and during the events the retailer will be promoting the launch of its new line. Consumers can personalize their stationery from the brand, including correspondence cards, invitations and letterhead. Mount Street will also offer customization of its leather notebooks.

Notebook brand Leutturn 1917 and Meticulous Ink letterpress will also be offering customization services to consumers.



*Fortnum & Mason stationery section*

On Friday April 4, Fortnums will host a graphologist who will offer free handwriting analysis.

Continuing the educational component of the week, Jane Means, the "Gift Wrap Guru" who has worked with Chanel and Dior, will teach a masterclass on tying ribbon on packages.

Artists will also be showcasing their work.

Elsbeth Thomson will be in-store April 4-5 to talk about her embroidered and hand painted

cards and will create cards for consumers while they wait. Alice Patullo, an artist who is inspired by Fortnum's illustrator Edward Bawden, will visit on Saturday to show off her sketchbooks and her cards.

The day before the event began, Fortnum & Mason posted to social media about the series. On the first day of National Stationery Week, a user tweeted at the retailer that they thought it ironic they were not notified of the events on paper, and the store tweeted back that if given their address, they would send supplies by mail.



### *Twitter conversation with Fortnum & Mason*

Far more than food

Fortnum & Mason's events typically point more to the retailer as a destination for food than for paper goods, so this series will likely educate consumers on the range of the retailer's merchandise.

For instance, London department store Fortnum & Mason promoted Welsh delicacies in its Food Hall with a market takeover Feb. 28 and March 1.

The retailer opened its monthly Food Market to Welsh food purveyors who offered consumers a wide range of cuisine sourced directly from Wales. Fortnum & Mason's Food Market's Welsh installation celebrated St. David, the patron saint of Wales, whose day of remembrance is celebrated on March 1 ([see story](#)).

Also, Fortnum & Mason targeted culinary-inclined consumers with a Valentine's Day promotion that concentrated on a romantic meal rather than the traditional gifting of jewelry and flowers.

The retailer used its reputation as a well-known food purveyor on its Facebook account to influence online and in-store purchases of consumers planning a Valentine's Day dinner. Fortnum & Mason likely saw an increased focus on its edible offerings in the days leading up to Valentine's Day as other retailers promote material goods ([see story](#)).

This latest series provides customer service and entertainment around the awareness week.

"At Fortnum & Mason we always aim to surprise and delight our customers," Mr. Guest said. "The events we are running are engaging, interactive and fun."

Final Take

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

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