

IN-STORE

Fabergé hosts Harrods takeover to share heritage

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London department store Harrods

By SARAH JONES

Russian jeweler Fabergé is raising awareness of its heritage with an Easter-themed takeover of British department store Harrods.

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Luxury Daily

Fabergé-themed windows in the retailer tell the house's history, while a pop-up shop hosts jewelry pieces and an interactive online platform in-store allows consumers to virtually try on merchandise and share the video on social media. This takeover allows Harrods to benefit from the buzz surrounding Fabergé during the Easter season, and it gives Fabergé a larger audience to share its history.

"The Fabergé concession in Harrods has been very successful and has been growing year on year since its launch with a strong presence and loyal followers in the Fine Jewelry Room," said Katharina Flohr, creative and managing director of **Fabergé**, London.

"Fabergé has historically celebrated Easter with its elaborate egg creations and therefore we wanted to do something very special for Harrods customers, and reach a wider customer base that goes beyond the Fine Jewelry Room client," she said.

"Our Easter initiative with Harrods provides the perfect medium to tell Fabergé's story and

make it relevant for today's clientele, by bringing Miroslava Duma on board and creating a fun and original digital project: the 'Fabergé Cinescope.'"

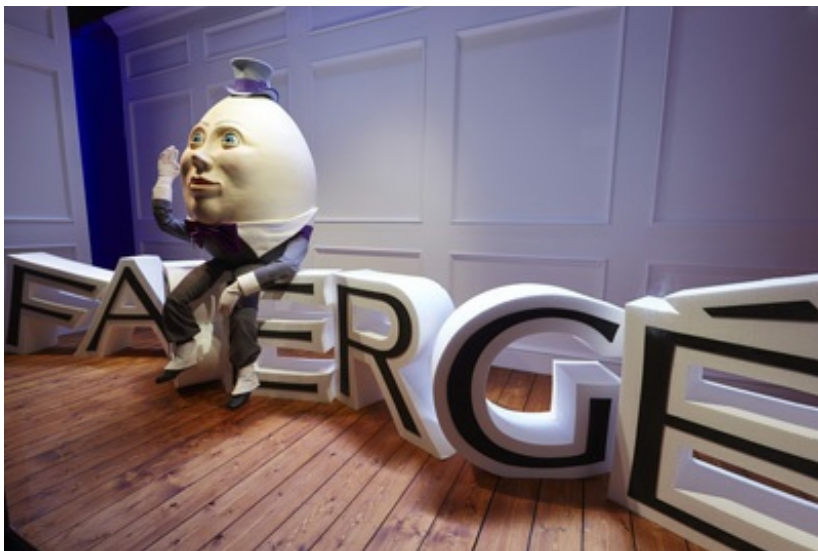
Easter takeover

For "A Fabergé Easter at Harrods" the retailer added flags to its façade with the Fabergé logo. Below the flags on the Brompton Road side of the building are window displays by the brand.



Exterior of Harrods

One shows the Fabergé brand name with Humpty Dumpty sitting atop the first E, waving at passersby. Another shows a tree decorated with multicolor Easter eggs.



Fabergé window at Harrods

Inside the store, the jeweler has set up an Egg Bar, a corner specifically dedicated to its egg pendants set with precious stones.

Fabergé is also showing rare archival pieces at Harrods, including its Apple Blossom Egg created in 1901, made out of gold, diamonds and nephrite. This egg had not been seen in Britain before this display.



Miroslava Duma looking at the Apple Blossom Egg

A pop-up will house current collections from the jeweler, as well as the “Fabergé Cinescope,” a digital touchpoint that allows consumers to photograph themselves wearing a piece of jewelry and then share it on social media. This reflects the heritage of portraiture in Fabergé eggs and other pieces from the house.

Fabergé chose Russian fashion journalist Miroslava Duma, founder of Buro 24/7, to launch its Cinescope in-store.

Consumers can take their photo with the iPad-like interface situated in a vanity. A disk then spins to make them appear to be wearing the piece of jewelry they chose.

This spinning image was designed to look like a Victorian form of animation in which a disk with different photos on either side was spun to produce a tromp-l’oeil optical effect, where the images combine to form one.

Embedded Video: [//www.youtube.com/embed/tqAZOPYSgNA](http://www.youtube.com/embed/tqAZOPYSgNA)

Miroslava Duma Fabergé Cinescope

Ms. Duma was present for the unveiling of Fabergé’s in-store displays, and the event was covered on her Web site.

Harrods and Fabergé are encouraging social media conversation for this event, which will run until April 21, by using the hashtag #FabergéatHarrods across their posts.

"In order to ‘open the door’ to those Harrods visitors who are not Fabergé customers yet, we collaborated with one of U.K.’s leading digital agencies, AKQA, and came up with the ‘Fabergé Cinescope,’” said Ms. Flohr.

"Customers are invited to experience Fabergé, play with the jewelry via a digital mirror and receive an animated selfie that can be shared on social media," she said. "Everyone is welcomed into the world of Fabergé and can become a tsarina for a day.

"Another consideration was that whilst allowing customers to discover and experience Fabergé collections, it is important for us to maintain the magic of the Fabergé creations.

Fabergé jewellery therefore retains a sense of something special, rare and extraordinary.

"Through the 'Fabergé Cinescope', an animated selfie image is created and the jewel is never seen on screen for more than a few seconds – it's a fleeting treasure to cherish."

Blogger culture

Harrods previously partnered with Ms. Duma when she spoke at the Vogue Festival in March.

Condé Nast-owned British Vogue and Harrods struck a partnership for the third annual Vogue Festival March 29-30 to create a high-end, stylish experience for fashion-minded attendees.

For the festival's inauguration in 2012 and the following year's installment, British smartphone manufacturer Vertu joined British Vogue as a partner. This year, with Harrods at the helm, the Vogue Festival likely attracted a larger amount of fashion-forward guests due to the retailer's status ([see story](#)).

Fabergé has become somewhat synonymous with Easter through efforts like its sponsorship of the Big Egg Hunt, which is in New York this year.

The Big Egg Hunt will benefit two nonprofits: Studio in a School and Elephant Family. For the event, more than 200 egg sculptures, each created by a leading artist, designer or creative, have been placed around New York, with consumers encouraged to find and check-in at the eggs as well as bid on them via a mobile application ([see story](#)).

Harrods is not the only department store to capitalize on Fabergé fever to bring consumers in-store.

Saks Fifth Avenue's New York in-store restaurant Café SFA has created a Fabergé-themed egg dish to tie into the department store chain's Easter display by the jewelry brand.

Saks is the official retail partner of Fabergé's The Big Egg Hunt, and its flagship store in New York is a featured destination for the scavenger hunt, with nine artist-designed eggs in-store. By creating a signature dish for this event, Café SFA is able to provide consumers with a well-rounded experience at Saks that blends fashion, art and cuisine ([see story](#)).

Harrods has taken a multichannel approach to this display, with a digital component that should draw consumers in.

"I believe the Cinescope is a great idea, a match of the old and the new," said Ken Morris, principal at [Boston Retail Partners](#), Boston. "It is not just a virtual mirror as is used in eyewear but a true juxtaposition of the images that works old school to new school – very much like the Harrods and Fabergé brands are trying to achieve.

"Consumers will likely be fascinated with the digital touch point and it will probably create more interest in experimenting with the jewelry designs.

"Harrods' strategy for leveraging the Fabergé Egg for the Easter season is probably to

further enhance its premium brand status with the prestigious brand image," he said. "This partnership is a perfect fit because both brands complement each other's first-class image.

"I believe they both benefit equally from this collaboration, as it will increase brand awareness and sales during the holiday season as retail is theater."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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