

IN-STORE

Fortnum & Mason celebrates one year of jewelry to raise product awareness

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Facade of Fortnum & Mason

By SARAH JONES

British department store Fortnum & Mason is hosting a week of events in the Jewelry Room of its Piccadilly store to celebrate the first anniversary of its opening.

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Luxury Daily

The retailer is bringing together a range of the jewelry brands it carries for educational sessions, designer meet-and-greets trunk shows and personalization to help drive traffic to its new house for its collections. Bringing designers in-store to meet with consumers personalizes the shopping experience.

"The Jewelry Room offers a beautifully curated range of jewelry from some of the most influential designers in the world and it has quickly becoming an integral part of our fashion offering," said Jo Newton, head of fashion & home buying at **Fortnum & Mason**, London. "It's a space like no other and deserves celebrating.

"The new Jewelry Room has helped us reach a new, younger audience, all the while retaining our more traditional customers," she said. "We stock a much more varied and diverse range of product than we used to, and it's become more of a destination jewelry shop for Londoners.

"Because we've raised the profile of the Jewelry Room we've been able to collaborate with a number of designers that perhaps we wouldn't have in years gone by.

"The events will further strengthen the profile of the department. Consumers will have the chance to speak with all sorts of experts in the jewelry field, gain a better understanding of the craftsmanship involved in making jewelry and learn how to best look after it."

Birthday baubles

Fortnum & Mason added jewelry to its repertoire to target a group of trendy consumers that makes impulse purchases.

The new jewelry department is housed at the retailer's store at 181 Piccadilly and its British ecommerce site. The retailer likely stepped out of its comfort zone to show consumers that it is more than a home shop, but also a luxury lifestyle brand ([see story](#)).



Fortnum & Mason jewelry department promotional image

Fortnum & Mason introduced its week-long series on social media. On Twitter, the retailer posted about its May 14 reception, which will include macarons from the evening's sponsor L'Orchidee and Champagne.

On Facebook, Fortnum posted about the event as well, telling consumers to RSVP for the free party to meet jewelry designers.



Fortnum & Mason Jewelry Room

While Fortnum focused on the main reception, the celebration begins on Monday May 12 with special offers from the brands it carries. Katie Hillier is offering a free hair accessory with purchase, Pink Powder will provide an approximate \$60 friendship bracelet with each \$168.00 purchase and Missoma and Katie Rowland are giving 20 percent discounts.

Brands will also be on hand to lend an individualized touch to the designs. Jessica de Lotz will be making personalized rings that look like a key for consumers who buy a necklace or bangle with their initial.

Astley Clarke will engrave any purchase on the evening of May 16.

Consumers can also commission a bespoke piece from any of the designers in Fortnum's Jewelry Room.



Fortnum & Mason Jewelry Room

Alex Monroe will be hosting its first trunk show of 18-carat jewelry, which will include a number of one-of-a-kind pieces.

Designers from the British Fashion Council's Rock Vault, an initiative to support the country's fine jewelry talent curated by Stephen Webster, will be exhibiting work from Tomasz Donocik, Fernando Jorge, Melanie Georgacopoulos, Ornella Iannuzzi and Alice Cicolini.

Fortnum is also welcoming expert Susan Caplan to talk to consumers about their vintage costume jewelry. For two hours on May 15, she will teach about caring for their pieces and figuring out the value of jewelry.



Instagram image by Harvey Nichols of Susan Caplan with Chanel vintage jewelry

Event series

Fortnum has previously pulled together a range of designers to provide an elevated customer experience.

For instance, the store invited affluent holiday consumers to its second floor for an exclusive event where designers were on-hand to introduce their merchandise.

Fortnum & Mason's Enchanted Evening Nov. 26 was held among the retailer's displays of fragrance, jewelry and women's accessories to provide further ideas alongside the featured designers and products. Introducing consumers to the designers and artisans of items for sale illuminates the bond between art and consumption that may lead to repeat purchases ([see story](#)).

Also, Fortnum & Mason hosted a series of events at its Picadilly store in London to commemorate National Stationery Week.

From March 31 to April 6, Fortnum & Mason hosted exclusive product launches and invited 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 allowed the retailer to raise awareness of its other offerings ([see story](#)).

This particular event will help Fortnum strengthen ties with its consumers.

"The strategy behind Fortnum & Mason's week of events is focused on creating awareness about the brand, their locations and especially the designers they feature in honor of their one year anniversary," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"This provides a strategic opportunity to re-market to their existing and loyal clientele in addition to an engaging and interactive customer acquisition approach," she said.

"These events create a value-proposition to their current and potential consumers through educational jewelry events and complimentary services to increase touch points to the consumer and providing motivational opportunities with 'Glitz and Glam' to step back in the Fortnum & Mason's establishment"

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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