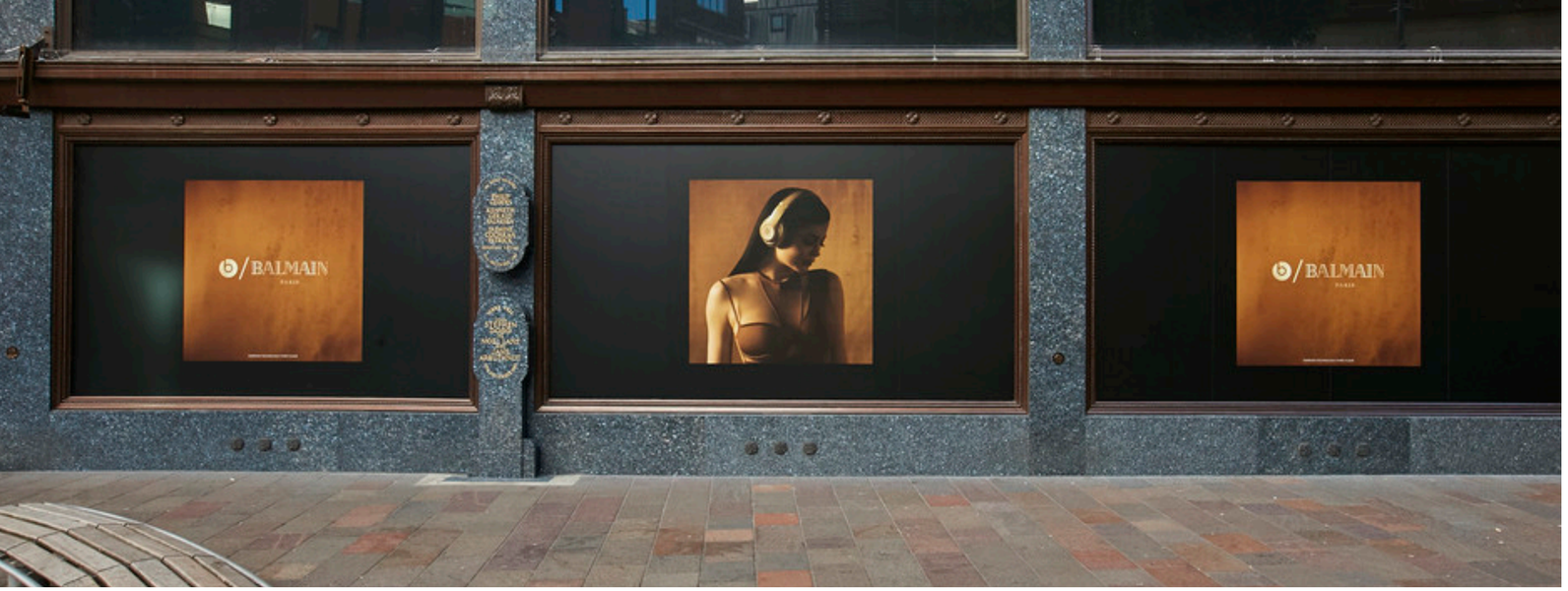


BEATS X BALMAIN
Takeover





SUMMARY

In 2017, Harrods supported the launch of the exclusive-to-Harrods Beats x Balmain collection. Together, Beats x Balmain and Harrods communicated Balmain's appreciation for music and showcased creative featuring Kylie Jenner.

OUTLINE

2017

- **Window Vinyls-** Hans Crescent
- **Digital Screen Networks -** Hans Crescent and Basil Street
- **Social Media-** IG post on @harrods
- **Pop-ups -** Central Lift lobby, technology room display
- **Publishing -** adverts in *Harrods Magazine*

SUCCESS

During the campaign Beats received a strong number of sales.

+65% uplift in **sales** during the 4-week period of lobby and technology room takeover