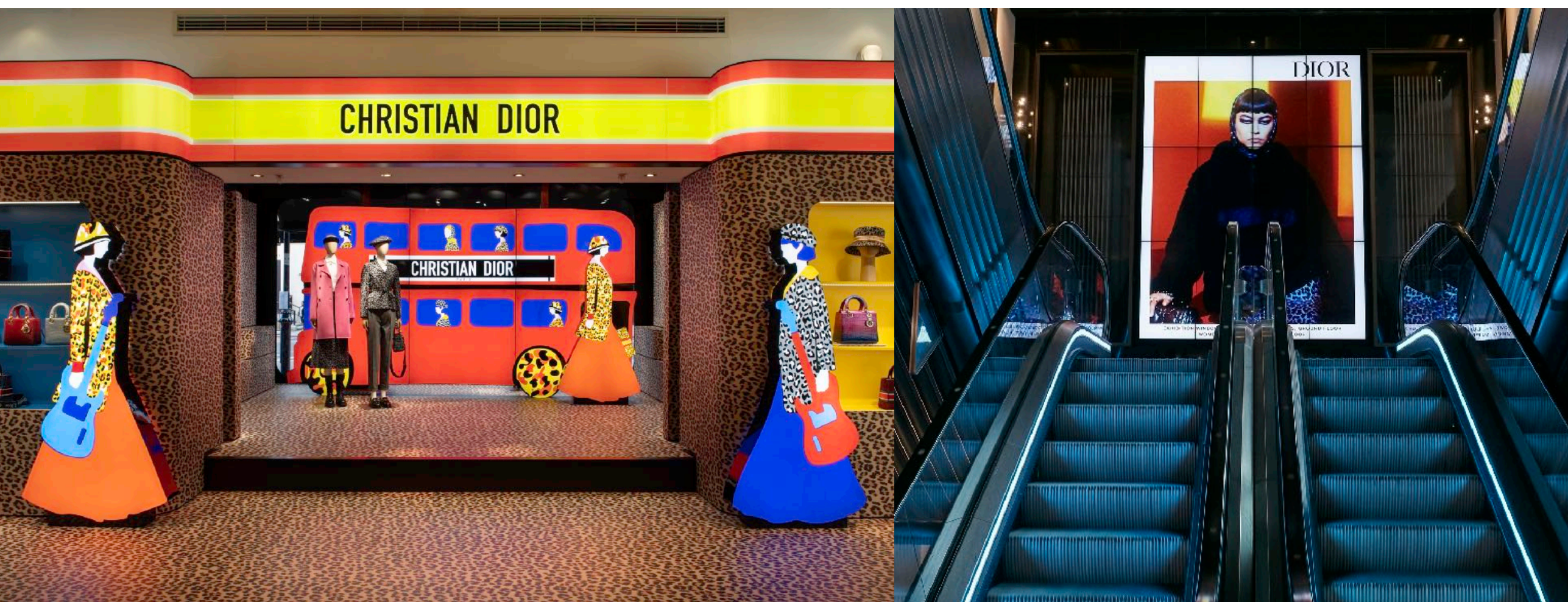




Dior *Exhibition Windows*



SUMMARY

In August 2021, Dior returned to Harrods for its annual summer stay with a leopard-print-adorned pop-up in the Exhibition Windows. The brand's eye-catching boutique combined art and fashion, featuring unique scenography by Italian artist Marco Lodola and micro versions of Dior's signature handbags.

OUTLINE

August 2021

- Exhibition Windows
- Email marketing - Solus email
- Digital screens
- Harrods app
- In-store displays
- Publishing - *Harrods* magazine

SUCCESS

Dior's campaign was well received by the Harrods customer, outperforming its 2020 pop-up in trade and resulting in the below uplift:

+184% uplift in **accessories trade** vs same weeks, previous month

+63% uplift in **total trade** vs same weeks, previous month

