

RETAIL

Fenwick tends to taste with new fall campaign

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"Tastemakers" platforms the brand's longevity and expertise within the high-end market. Image courtesy of Fenwick/Alice Schillaci

By ZACH JAMES

British retailer Fenwick is platforming its century and a half of industry experience at the forefront of an advertising initiative.

Using the tagline "Find Your Taste, Find Your World," the company is spotlighting its ability to help consumers explore their personal style through its wide-ranging luxury fashion selection. Launched on Sept. 12, the new Tastemakers campaign is spread across in-store activations, social media content and various out-of-home placements in Britain; it will run for eight weeks, ending in late October.

"Last year, our aim with the 'Quiet no More' campaign was to make it loud and clear: the Fenwick brand has long been a mainstay in the fashion and cultural scenes across the U.K.," said Mia Fenwick, chief marketing officer and deputy executive chair of Fenwick, in a statement

"This autumn, our goal was to further turn up the brand's style with a creative platform that lends itself to a cheeky photo campaign and an immersive in-store experience that invites customers in," Ms. Fenwick said. "Tastemakers' showcases Fenwick as the go-to destination for those who want to find and define their own taste."

"Find Your Taste"

"Tastemakers" builds off of "Quiet no More," Fenwick's fall campaign from 2023.

Last year's initiative positioned the department store chain as "Britain's Family of Style Pioneers since 1882," a premise that the new programming accentuates and plays into further.



Campaign images display a cast of characters indulging in "edible emeralds." Image courtesy of Fenwick/Alice Schillaci

New York-based advertising consultancy At Large and London-based design agency Bompas & Parr are behind the spot and its corresponding activations. In imagery, Fenwick and its collaborators spotlight a family of consumers, each able to find their own signature style within the retailer.

A dog is even included in the group, as canines continue to receive more luxury love this year ([see story](#)).

To kick off the initiative, Fenwick is hosting "The Department of Taste," a pop-up experience, that will tour across all eight of its stores from Sept.12 to Oct. 27, 2024, starting in Newcastle and finishing its run in Bracknell. Ideated by Bompas & Parr, the free, immersive activation treats guests to "edible emeralds," a jelly-like sweet, inside a neon-lit green space.



The retailer is welcoming "The Department of Taste" for a limited time. Image courtesy of Fenwick

"Edible Emeralds is the sort of creative project you can really gorge on," said Sam Bompas, cofounder of Bompas & Parr, in a statement.

"The project explores the poly-sensorial intersection between flavor, form and light combining Bompas & Parr's approach to designing enchanting in-person experiences and developing remarkable F&B products," Mr. Bompas said. "It has been an absolute joy collaborating with the Fenwick team on this project and we are excited for it to come into fruition.

"Come take delicate gulps of the trembling Edible Emeralds."

Store spots

Fenwick's approach to marketing its selection and industry experience both mirrors and differs from its peers in the high-end sector.

Setting its effort apart is the imagery and concept itself, celebrating the retailer's expertise rather than the cultures and creatives behind the clothing it stocks. Families, like the one spotlighted in the campaign, are rarely seen in luxury advertising, aside from specific holiday drops, such as Christmas, Mother's Day and Father's Day.



Culinary delights have appeared within various luxury activations as of late. Image courtesy of Fenwick

The “edible emeralds” offered as a part of the company’s latest initiative tie into the culinary collaborations within the greater luxury landscape. Department store chain Bloomingdale’s fall campaign featured similar gastronomic inspiration, with fresh food markets and dining options from Italy appearing throughout the month of September ([see story](#)).

Meanwhile, U.S. retailer Neiman Marcus sets itself apart from its peers, focusing its marketing on prestige craft and artisanry ([see story](#)), rather than industry know-how or distinct cultural cornerstones.

“When Fenwick approached us a few years ago to help them evolve and reclaim the brand’s position as a leader in British retail, they had big ideas,” said Tristan McAllister, founder of At Large, in a statement.

“Their fearless embrace of bold, creative projects like ‘Tastemakers’ this year and ‘Quiet No More’ last year shows their unwavering commitment to evolving their brand,” Mr. McAllister said. “Fenwick gets it: they honor their rich brand heritage while remaining sharply focused on what matters today.

“That’s a challenge many retailers struggle with, but Fenwick rises to meet it.”