



Christmas 2016 ads: Harvey Nichols' Italian celebration

3 November 2016 By [Jill Geoghegan](#)

Harvey Nichols has unveiled its tongue-in-cheek Christmas campaign, which celebrates the best of Italian brands.

The ad features the retailer taking the best of Italy for its “Britalia” campaign, leaving the Italians empty-handed.

The film features a famous scene from Luigi Pirandello’s play, *As You Desire Me*, re-subtitled to suggest that the couple engaging in a passionate discussion are actually cursing Harvey Nichols for taking Italy’s best fashion, food, drink and beauty products.

The department store is celebrating Italy this winter, as sales of leather goods and accessories from Italian fashion brands, Italian wines, and foods such as panettone and olive oil rocket at this time of year.