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# Harvey Nichols Dubs an Italian Drama 'Britalia' Themed Holiday Film

## Campaign Is a Celebration of Italian Luxury Goods

By Alexandra Jardine. Published on Nov 03, 2016




### Editor's Pick

This year's holiday campaign from Harvey Nichols is a celebration of all things Italian, and plays on the idea that the upscale British retailer has stolen all the best luxury goods away from Italy.

The campaign, by Adam & Eve/DDB, is titled "Britalia," and kicks off today with a social media film from agency in which a tempestuous scene from a famous Italian play (Luigi Pirandello's "As You Desire Me") has been dubbed with fake subtitles.

In the original Italian version, the man and woman are arguing and about to break up; in the Harvey Nichols version, they are cursing Harvey Nichols for having taken all of Italy's best luxury goods -- like Armani lipsticks, Valentino dresses and Versace underwear, and even artisan pasta. Gary Freedman directed the

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The "Britalia" campaign will be supported by print, outdoor and digital executions and by an Italian-themed window display. It comes as Harvey Nichols says it has seen significant growth across Italian fashion, beauty, food and drink categories at Christmas in recent years. 2015 saw panettone sales soar ahead of certain styles of mince pie for the very first time, also popular are prosecco, luxurious olive oils, Italian biscuits and chocolates. Harvey Nichols is introducing a new range of Italian collections in store and online this month from emerging and established brands, along with Italian-style hospitality experiences and partnerships with Italian brands like Fiat, Nutella, Martini and Peroni.

Previous Harvey Nichols holiday campaigns have been multiple creative award winners -- in particular, 2013's [Sorry I Spent It on Myself](#) campaign.

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