



Harvey Nichols to curate Italian-themed series of events

12 October 2016, by Kim Benjamin, *Be the First to Comment*

Retailer Harvey Nichols is launching a campaign celebrating the best of Italian style, beauty, food, drink, culture and lifestyle.



Harvey Nichols: celebrating all things Italian

Called 'Britalia', and devised in partnership with the Italian Ministry of Economic Development and the Italian Trade Agency, the campaign will see the retailer showcase a series of exclusive partnerships, events, installations, window displays, hospitality and culinary surprises, including tastings.

The campaign will be rolled out globally – a first for Harvey Nichols – across all stores in the UK and Ireland, harveynichols.com and the seven international stores. "Britalia" will be supported by print and online media.

Stacey Cartwright, CEO of Harvey Nichols, said: "We're thrilled to be working with the Italian Ministry of Economic Development and the Italian Trade Agency to bring the best of Italy to our customers. Italian culture is experiencing a renaissance at the moment and we're extremely excited to be part of this by introducing limited edition products, emerging brands, theatre and talent to Harvey Nichols this winter."

The "Britalia" campaign will officially launch in November in Harvey Nichols Knightsbridge, Birmingham, Edinburgh, Manchester, Leeds, Beauty Bazaar in Liverpool, Bristol and Dublin in the UK and Ireland, and Dubai, Hong Kong, Kuwait, Saudi Arabia, Turkey and on harveynichols.com.

Harvey Nichols in London celebrated Italian culture this summer, with a **San Pelligrino takeover, including a pop-up terrace**. The retailer also hosted a ten-day pop up devoted to beauty brand **Charlotte Tilbury**.

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