

HARVEY NICHOLS

SORRY, I SPENT IT ON MYSELF

GIFT COLLECTION



Downloadable Christmas Card



Instore



Christmas Crackers



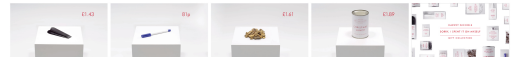
website



Press / Poster



Launch film



Pre-launch film

Christmas is all about giving, sharing and caring.

But not at Harvey Nichols the UK's leading luxury fashion retailer. It's all about me, me, me. To help our customers out, we invented a new line of products for the festive season. The Sorry I Spent It On Myself Gift Collection. A range of budget presents that we created so people could spend less on others. And more on themselves. The range was available at all Harvey Nichols stores across the UK, as well as online. And for the truly selfish, we created a free downloadable Christmas card. The range was announced to the public with a print campaign as well as a range film online. On launch day we seeded a film online, instore and in cinemas.