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SUCCESSFUL SWISS FABRIC PROMOTION AT HARRODS



A 25 % increase in turnover compared to the same period of last year was the direct result of the largest ever promotion for Swiss Fabrics at Harrods store in Knightsbridge, London, from March 4th to April 1st, 1978.

About a dozen Swiss fabric suppliers sponsored the event with the help of the Publicity Centre for Swiss Textiles in St. Gall.

"We like to work with companies that help us sell their fabrics" said David Austin, cotton fabric buyer for Harrods, "and we are very pleased because this promotion has generated a lot of business". Advertisements in the national and fashion press, a pattern feature in the Daily Telegraph newspaper and, daily throughout a week, an "early morning call from Harrods" mentioning the special promotion on Radio London, all helped to create interest in Swiss Fabrics and to bring people to Harrods' dress fabric halls.

The elegant, world-renowned store with the slogan "enter a different world", certainly knows how to stage special displays. In this instance, the large fabric department on the ground floor was transformed to project the Swiss image. Large blown-up fashion photographs were used as panels along the walls, interspersed with colourful scenic posters supplied by the Swiss National Tourist Office. The posters, edged with broderie anglaise, and "Swiss Miss" mannequins not only added brightness to the tasteful display but also served as a subtle hint to customers to make up some of the fabrics into holiday clothes for travel to Switzerland. An inspiration to take back to their country of origin the beautiful plain and printed cottons and silks, not forgetting the lovely embroideries.

"We have already sold half our stock of cotton fabrics and this so early in the season, which is very encouraging" reported the cotton buyer and Mr. R. Treliving, the silk buyer, had this to say, "the sale of silk fabrics picked up considerably during the promotion weeks and even the most expensive embroideries of up to £ 70 per meter sold well".

The general feeling was that customers showed great interest in what they saw at Harrods; they were particularly interested in the styles illustrated in the enlarged photographs and in those produced in a special brochure by Christian Fischbacher, St. Gall, from which some garments made from Vogue patterns were on display in the department.

The fabric buyers agreed that the Swiss Fabric promotion was very successful and a worthwhile effort. It fulfilled its major aim, namely, to contribute to the overall increase in business in this section of the store.

Greta Sitek