

Christmas Display Tactics for Luxury Brands

20th Dec 2023



PHOTO CREDIT: LUKE DYSON

Main Article

Luxury brands have a unique opportunity during the Christmas season to captivate their audience with exquisite displays and immersive experiences.

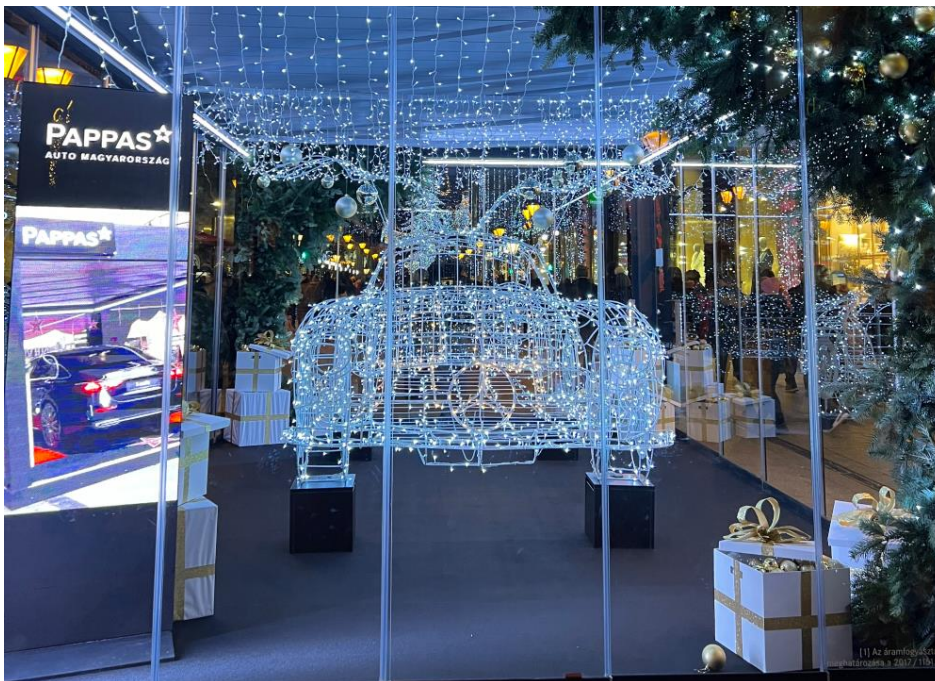
Let's explore how luxury retailers can use Christmas displays and props to attract more customers during the festive season.

1. Elevating the Storefront with Bespoke Props



Custom-made props can transform a luxury brand's storefront into a Christmas spectacle. Elegant, brand-aligned decorations create an inviting and memorable experience, encouraging passersby to step inside.

2. Hosting a Pop-Up Event



Pop-up events offer an exclusive shopping experience. Luxury brands can use these events to showcase limited edition products or offer personalized services, creating buzz and attracting niche customers.

3. Sponsoring Christmas Events



Sponsoring local Christmas events or Christmas markets is an effective way to increase brand visibility. Luxury brands can integrate their logos and branding into event decorations, including Christmas trees and light displays, to create a consistent brand presence.

4. Collaborations and Limited Editions

Collaborating with artists or releasing limited edition Christmas-themed products can generate excitement and exclusivity, drawing in collectors and enthusiasts.

Our Case Studies

To give some inspiration, we at Spur Creative proudly present two case studies showcasing our bespoke Moët & Chandon props for the Somerset House Christmas Event. These projects exemplify the power of innovative displays in captivating customers and enhancing the prestige of a brand during a high-profile Christmas sponsorship.

Somerset House Christmas Event 2021



In 2021, the Somerset House Christmas Event brilliantly merged luxury with the festive season. Spur Creative was entrusted with the task of creating 100 cork and wax seal Christmas decoration props for the event's Christmas tree.



These props were more than mere ornaments; they embodied a narrative of elegance and celebration.



They not only amplified Moët & Chandon's festive presence but also added to the luxurious and festive ambience of the Somerset House Christmas Event.

Somerset House Christmas Event 2022



For the Christmas event at Somerset House in 2022, we meticulously crafted and adorned the majestic Christmas tree with our bespoke giant gold baubles.



These elegant fibreglass pieces, ranging in size from 600mm to 1600mm, bestowed a touch of luxury upon the historic venue, enhancing the charm and festive feel of the event.



Takeaway

The Christmas season is a golden opportunity for luxury brands to engage with customers through creative displays and unique experiences. By strategically using decoration displays, props, pop-up events, and sponsorships, luxury retailers can create a festive buzz, enhancing their brand's prestige and allure.



Interested in elevating your brand's festive appeal? [Contact](#) Spur Creative to explore our portfolio and find out more about our bespoke prop design services for your next Christmas event.