

# Harper's BAZAAR

LIMITED EDITION FOR  
FORTNUM & MASON

MAY 2015 £4.30  
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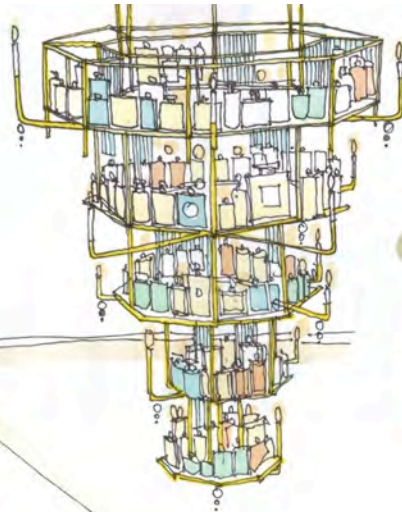


THE ART OF BEAUTY

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## A BEAUTY PARADISE

*The Bazaar edit from Fortnum & Mason's luxurious new beauty and fragrance rooms*

There are few places where a woman can feel truly relaxed and indulge herself. Traditionally, beauty halls offered that sacred tranquility, but in an era of excess they have become an assault course of endless products and hard-selling sales assistants. Fortnum & Mason is rectifying this with its newly refurbished beauty haven. Having been a shopping destination for women since the 1920s, Fortnum's is well versed in luxury, and the beautifully decorated space is testament to this. Situated on the second floor, away from the hurly-burly of Piccadilly, the elegant area is home to fine fragrance, skincare, make-up and opulent bath and body products.

The true point of difference is in the curated and exclusive collection of products. Rather than stocking full ranges, the beauty buyers have selected the crème de la crème from each brand and created an impressive and covetable edit of essentials. In the exquisite surroundings of the Scent Room, master perfumers such as Roja Dove and Clive Christian can be found alongside future classics, including 4160 Tuesdays and Atelier Cologne.

Sisley, Chantecaille and the chic natural and organic beauty brand Ilia set the tone for make-up. In terms of skincare, there is a solution for every concern, with products from brands such as Sarah Chapman, Eve Lom, Caudalie and the aptly named Cult 51. The beauty space also includes the new Bamford Spa, offering bespoke facials and massages.

Between the array of products and treatments, a trip to Fortnum's second floor will leave you feeling pampered from head to toe. It is an unrivalled experience. To mark the reopening of the beauty and fragrance rooms, *Bazaar's* beauty director Sophie Bloomfield has chosen her eight beauty essentials...

They have selected the crème de la crème from each brand



**THE SEDUCTIVE SCENT**  
Created exclusively for Fortnum & Mason, this beautiful rose scent, with jasmine and ylang ylang, is seduction in a bottle. *Roja Parfums Taif Aoud*, £395 for 50ml



### THE ALL-IN-ONE

For a wash of colour across the cheeks, eyes and lips, look no further than Ilia's Multi Stick.

*Ilia Multi Stick*, £30

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## THE POP OF COLOUR

Long-lasting, lip-plumping colour makes this lipstick a worthwhile investment and handbag essential.

*Chantecaille Lip Chic, £30*

## THE PILLOW PREP

The relaxing blend of lavender, vetivert and chamomile instantly soothe. It leaves you wondering how you slept soundly without it.

*This Works Deep Sleep Pillow Spray, £16*



## THE HAIR ESSENTIAL

This delivers effortless, sexy beach hair in seconds. Simply spritz into your roots, shake your hair and you're good to go.

*Oribe Dry Texturizing Spray, £39*



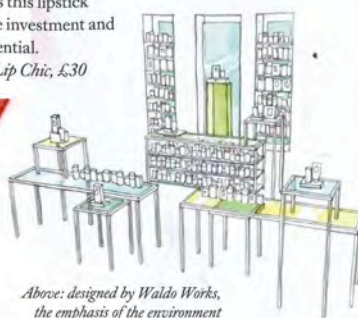
## THE WONDER CREAM

A skincare game changer, this night cream is clinically proven to plump and firm skin while you sleep.

*Cult 51 Night Cream, £125*

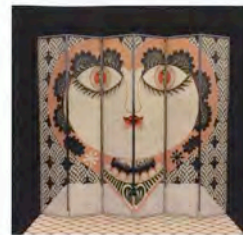
## RELAX AND UNWIND

For the first time, Bamford has stepped away from its spa and hotel spaces with three treatment rooms in Fortnum & Mason. The British brand will be offering a range of pampering body treatments and facials that leave you feeling divinely cosseted. To fully embrace the brand, we recommend booking the Body Signature Treatment, which blends Swedish massage technique with reflexology to release tight knots and leave you feeling relaxed and uplifted.



*Above: designed by Waldo Works, the emphasis of the environment is on celebrating the art of beauty and fragrance. Top right: a hand-painted screen featuring an illustration by Edward Barnden*

## BAZAAR | PROMOTION



## THE BATHING RITUAL

Enriched with rose petals and a blend of natural oils, this milk will elevate your evening bath.

*Maison Caulières Milky Bath Oil, £45*



Event



## THE HANDMADE FRAGRANCE

For a truly unique scent, look no further than 4160 Tuesdays. With green tea and honey notes, Centrepiece is a favourite.

*4160 Tuesdays London Centrepiece, £120 for 100ml*

## EXCLUSIVE BAZAAR READER OFFER

Join *Harper's Bazaar* on Tuesday 12 May to celebrate the opening of Fortnum & Mason's new second-floor beauty and fragrance destination. Not only will guests to this exclusive event enjoy a VIP experience of the newly designed beauty haven, but *Bazaar's* beauty director Sophie Bloomfield will be on hand to discuss the latest skincare and beauty trends with a Fortnum & Mason team of experts. It is also the perfect opportunity to explore the store's illustrious heritage and beautifully crafted interior, as well as explore Bloomfield's favourite products from the second floor featured on this page. Ticket holders can feast on canapés fresh from the food hall and fine champagne, and enjoy exclusive in-store beauty and fragrance treatments, a *Bazaar* subscription and a Fortnum & Mason beauty goodie bag. With only 50 tickets available, we recommend you book your space now. Visit the website listed on page 58 for prices and further information about the offer for both subscribers and non-subscribers alike.



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## STYLE



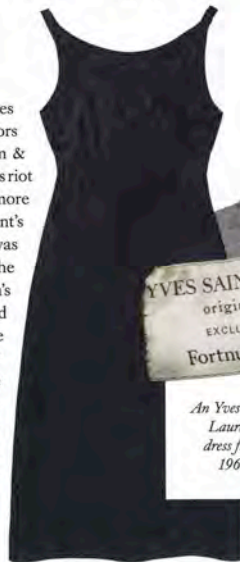
### THE FASHION HOUSE

From championing Yves Saint Laurent to perfuming royalty, no store has a legacy like that of Fortnum & Mason

By SASHA SLATER

Spiced chocolates scent the air, musical biscuit boxes tinkle and twirl, and tourists revolve through the doors in a ceaseless stream: the ground floor of Fortnum & Mason, the 300-year-old store in Piccadilly, is a joyous riot of bustle and fun. The upper floors are a quieter, more private delight. Dr Andrea Tanner, the establishment's archivist, explains why: 'The store is set out as if it was someone's house. The ground floor is where all the traffic flows and the food is served, but the women's domain is upstairs. Here is where you find light and quiet, away from the hurly-burly, where you can create beauty and luxury, sit down, relax and take your time.'

Princess Margaret certainly knew this to be true when, as a young royal, she attended a private Yves Saint Laurent fashion show in the Fortnum's boardroom. Fortnum & Mason was then the only store in England to stock Yves Saint Laurent. The shop's prescient buyers snapped up his first own-label collection in 1961 and then, sure of success, purchased the entire 1962 collection blind – and the Princess, a keen customer, duly chose a gold-and-brown tweed suit and a black dress with an inbuilt bra. The designer himself came to launch the collection – a mark of its importance for his fledgling brand. Zia Zareem-Slade, the head of customer experience at the store, has tracked down a 1963 Yves Saint Laurent black dress



An Yves Saint Laurent dress from 1963



Yves Saint Laurent with a model at a preview of his collection at Fortnum & Mason. Far left: a lift boy helping shoppers with their bags in 1956

exclusive to Fortnum's and this is now part of its precious clothing archive.

The store has an extraordinarily influential fashion heritage. In the Twenties and Thirties it stocked Edward Molyneux and Elsa Schiaparelli, and during the Seventies and Eighties championed Jean Muir, Mary Quant and Zandra Rhodes. These days, the accessories brands it promotes include Anya Hindmarch, Philip Treacy and Aspinall of London.

For its latest venture, Fortnum's is relaunching the beauty and fragrance rooms on the second floor. Here we will find 'London's finest curation of fragrance and beauty'. There will be the pampering joy of a Bamford spa, small niche brands and bespoke make-up from Cosmetics à la Carte. And, most importantly, 'it will be a haven,' says Tanner. 'Not a beauty counter where it's all spritz, spritz, spritz and rush; this is somewhere to take time, have a cup of tea and enjoy yourself. We're letting you into our home.'

### BOUTIQUE FRAGRANCES

Fortnum & Mason's beauty and fragrance rooms will continue the store's traditions of scenting the Royals and discovering fresh new talents



£170 for 50ml  
Grossmith

£120 for 70ml  
Maison Francis Kurkdjian

£96 for 50ml  
Bella Bellissima

£165 for 100ml  
Creed

£75.50 for 50ml  
Hermès

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## Fortnum & Mason

Join *Bazaar's* beauty director Sophie Bloomfield from 6pm on 12 May for a VIP preview of the new second-floor fragrance and beauty rooms. We're thrilled to offer our readers the chance to hear Bloomfield in conversation with a team of Fortnum & Mason's experts, when you can learn about the department store's illustrious history, and afterwards shop the new beauty brands on offer.

*Tickets cost £40, including a champagne and canapé reception, product demonstrations, a Bazaar subscription and a goodie bag.*

*Beauty  
event*