

HARVEY



NICHOLS



Step forward into summer

This season, Harvey Nichols keeps the momentum going with the launch of its bold and expressive Summer 25 campaign: *Staying In Step*.

Building on the creative stride established earlier this year, the campaign brings the brand's distinctive SS25 illustrations to life in vibrant real-world scenes that celebrate movement, expression and relevance. Shot on the streets of London, it captures the city's energy and distinctive atmosphere. The resulting imagery champions the season's standout pieces across womenswear, menswear, accessories and beauty, presented through high-impact edits that reflect Harvey Nichols' unmistakable point of view.

"Summer 25 is all about setting the pace – capturing the energy of the season through bold style, creativity, and a strong sense of individuality,"

said Kate Phelan, Creative Director at Harvey Nichols. "With our Summer 25 edit, we're not just showcasing the best of the season's fashion – we're creating a mood, a moment and a point of view that feels right for now."

The campaign is designed to engage customers in meaningful ways, with a tailored media strategy that maximises both reach and impact. Out-of-home placements across key London locations from Notting Hill to Shoreditch, ensure visibility in the heart of the city, while a digital rollout spans multiple platforms to connect with fashion-forward audiences wherever they are. Digital screens in Harvey Nichols' windows will further amplify the experience, bringing the energy of summer to the in-store customer through vibrant animated visuals.

HARVEY NICHOLS

SS25 TOP PICKS

Shop the edit instore or book in with one of the expert style advisers for a personal shopping experience:

PrivateShopping.Birmingham@harveynichols.com

1 / DAY BIRGER ET MIKKELSEN

CAMILLA SATIN MIDI DRESS

£230.00

A wardrobe staple embodying the SS25 campaign, the Camilla satin midi dress by DAY Birger et Mikkelsen captures standout simplicity. It is effortlessly refined in a soft satin finish and delivers modern minimalism through a fluid silhouette.



2 / STELLA

LOGO FAUX LEATHER CROSS-BODY BAG

£725.00

An elevated classic, the Stella Logo faux leather cross-body bag redefines everyday luxury. Its signature boxy frame offers a modern, minimalist edge, while Stella McCartney's commitment to eco-conscious design ensures style with substance. A standout piece in any wardrobe.



3 / CHLOE

WOODY LOGO CANVAS SLIDERS

£370.00

Chloé's Woody canvas sliders capture the brand's effortless, free-spirited style. With bold logo embroidery and a laid-back silhouette, they're a go-to for chic, easy summer dressing.



4 / CELINE

TRIOMPHE SQUARE-FRAME SUNGLASSES

£400.00

Celine's Triomphe sunglasses channel a bold, architectural silhouette with effortless Parisian polish. The oversized square frame and deep burgundy acetate strike the perfect balance between statement and sophistication.