

# John Lewis & Loneliness

Empty Nest Campaign

## Our Problem

Our research shows that 47% of parents feel anxious about having an empty nest.

Empty nest syndrome refers to the grief and loneliness that many parents feel when their children move out of home, such as going to university.

## Our Solution

Conquering post-parenthood loneliness by encouraging 40-60 year old adults to reconnect with themselves and make connections through the discovery of new hobbies.

#RediscoverYou

# Cook what **you** want

Carve new waves post-parenthood



**#RediscoverYou**

Find out more at [johnlewis.com/rediscoveryou](https://johnlewis.com/rediscoveryou)

JOHN LEWIS  
& PARTNERS

# Sip what you want

Savour every moment post-parenthood



**#RediscoverYou**

Find out more at [johnlewis.com/rediscoveryou](https://johnlewis.com/rediscoveryou)

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# Tend to yourself


Grow new skills post-parenthood

**#RediscoverYou**

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**Cook what you want**

Carve new waves post-parenthood

#RediscoverYou  
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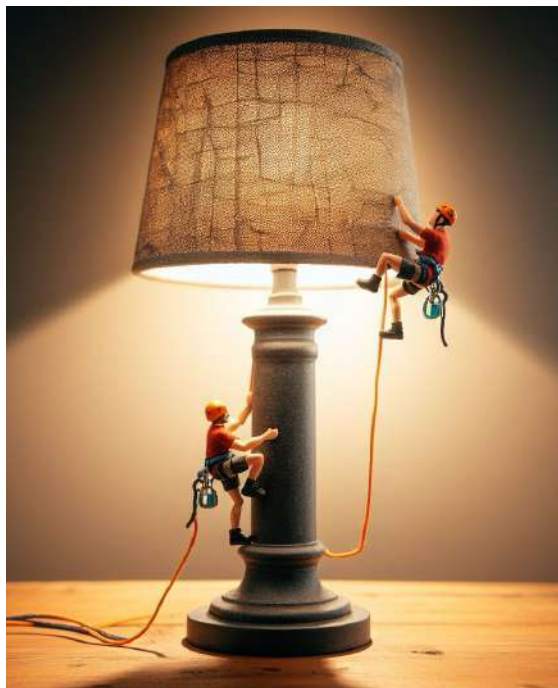
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**Tend to yourself**

Grow new skills post-parenthood

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**Reach new heights post-parenthood**

Share your adventures with #RediscoverYou



**Grow new skills post-parenthood**

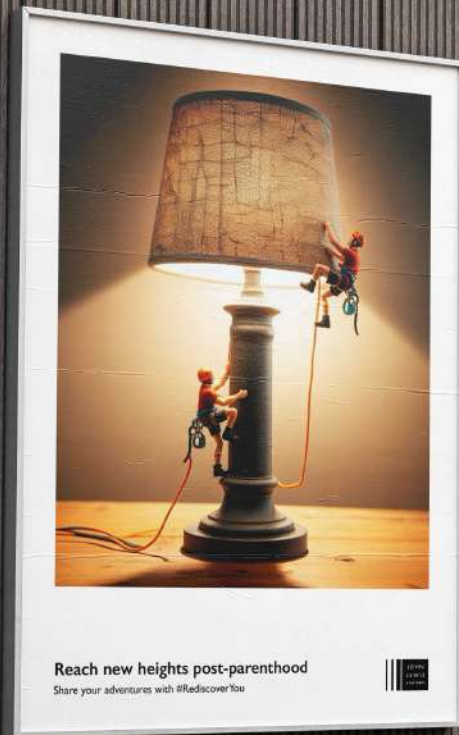
Share your adventures with #RediscoverYou



**Carve new waves post-parenthood**

Share your adventures with #RediscoverYou









Vertical Posters





[BIG PRODUCTS](#)

[EMPTY NEST SYNDROME](#)

[LITTLE MEET-UPS](#)

## JOHN LEWIS & PARTNERS

John Lewis is tackling empty nest syndrome by inspiring new hobbies and connections.

Once the last child leaves home, many parents experience feelings of sadness and loneliness. [Empty nest syndrome](#) isn't a clinical diagnosis, but it's a term used to describe these feelings. These feelings can be confusing and surprising as they seem to conflict with feelings of pride for your child's accomplishments. Learn more about how to manage empty nest syndrome, accept your conflicting feelings, and when to seek help.

John Lewis [#RediscoverYou](#) campaign aims to inspire older adults between 40 and 60 (or anyone feeling alone in their empty nests) to pick up new hobbies and find new groups. We are offering products at discounted rates as well as organising group events using John Lewis products to find new hobbies suited for everyone.

Watch our campaign video [here](#)

Learn more and get help at [webmd.com](#)





BIG PRODUCTS

EMPTY NEST SYNDROME

LITTLE MEET-UPS

## Join the Small World

Celebrate familiarity with the iconic products of the Rediscover You campaign and ignite your own journey of discovery and personal exploration.

[Kitchenware](#) [Bathrooms](#) [Living Space](#)



[Homepage](#) / [Empty Nest Syndrome](#) / [Products](#)

## Products as seen in the campaign (8)

Sort: Relevance

### Out of stock items

Show Hide

☐ New In (74)

### Select a Department

[Home & Garden \(611\)](#)

[Furniture & Lights \(357\)](#)

[Baby & Child \(234\)](#)

[Women \(207\)](#)

[Men \(53\)](#)

[Sport & Leisure \(8\)](#)

[Electricals \(7\)](#)



Add to basket

**Bosch**

Series 6 KIR81AFE0G  
Integrated Fridge



Add to basket

**John Lewis ANYDAY**

Cast Aluminum Non-Stick  
Wok, 28cm, Black



Add to basket

**John Lewis ANYDAY**

Two Tone Stoneware Mugs,  
Set of 4, 340ml



Add to basket

**John Lewis ANYDAY**

Maxi Tealights, Pack of 12 x 2



[BIG PRODUCTS](#)

[EMPTY NEST SYNDROME](#)

[LITTLE MEET-UPS](#)

## Create Big Connections

Find like-minded people and create long-lasting connections through our little meet-ups, hosted at your local John Lewis.

[Click here to find your local store.](#)



[Homepage](#) / [Events](#) / [Little meet-ups](#)

## Little meet-ups (6)

### Type

- ☒ Any
- ☐ Limited-time
- ☐ Online
- ☐ In-Store
- ☐ Outdoor



### Coffee Mornings



Start your day off right by joining us for a hot drink, breakfast and good company.

Thursdays starting Feb 8, 2024 9-11 AM

[Click here to find your local coffee morning.](#)



### Gardening



Reconnect with nature, meet new people and grow your green thumb at our gardening events.

Mondays starting Mar 25, 2024 1-4:30 PM

[Click here to see your local participating gardening store.](#)



### Indoor Surfing



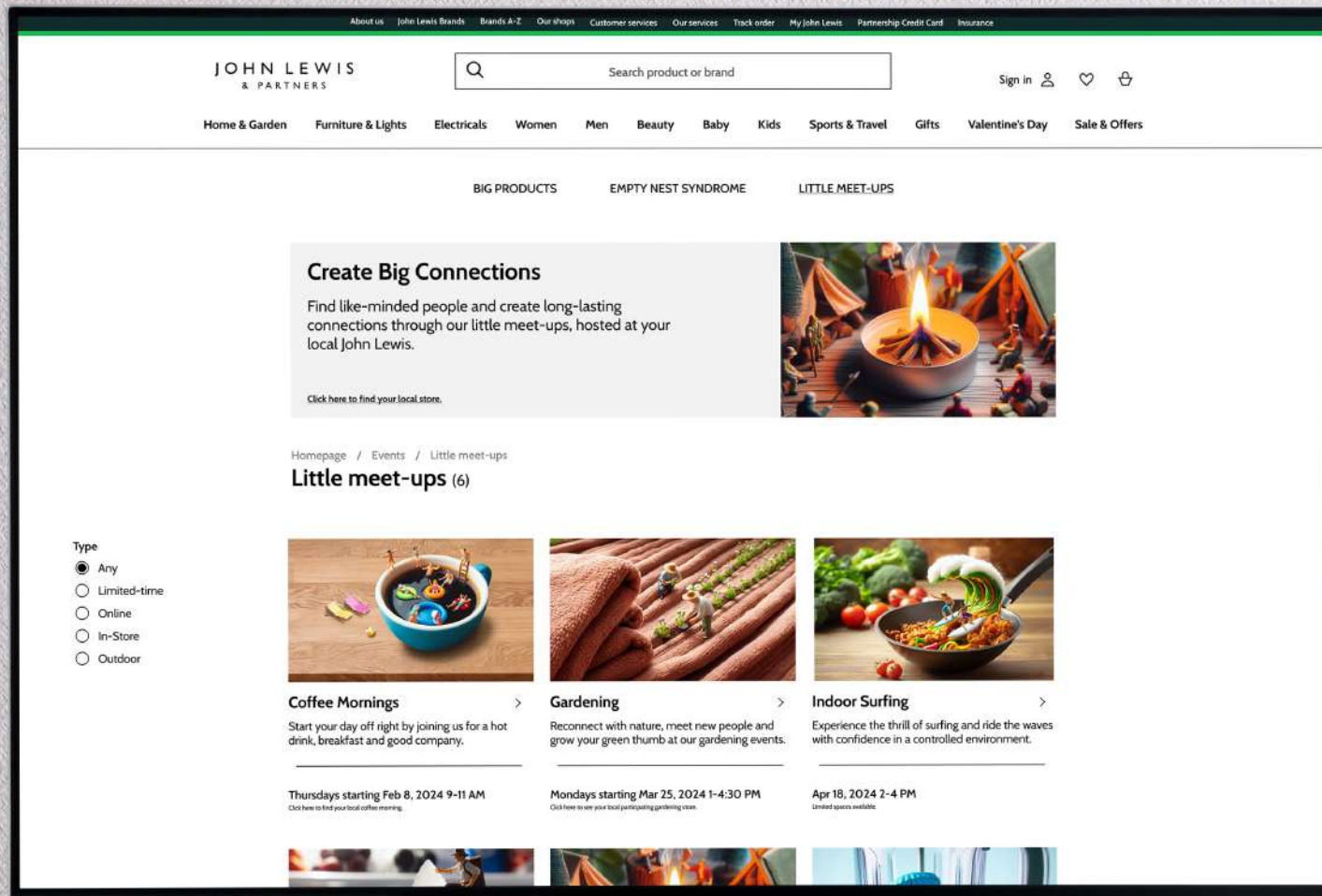
Experience the thrill of surfing and ride the waves with confidence in a controlled environment.

Apr 18, 2024 2-4 PM

[Limited spaces available.](#)







Website







johnlewis

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1M followers

1,218 following

John Lewis & Partners

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@ [linkstre.am/johnlewis](https://linkstre.am/johnlewis) + 1



New, N...



Reads



Stylist ...



PARTN...



You Lo...



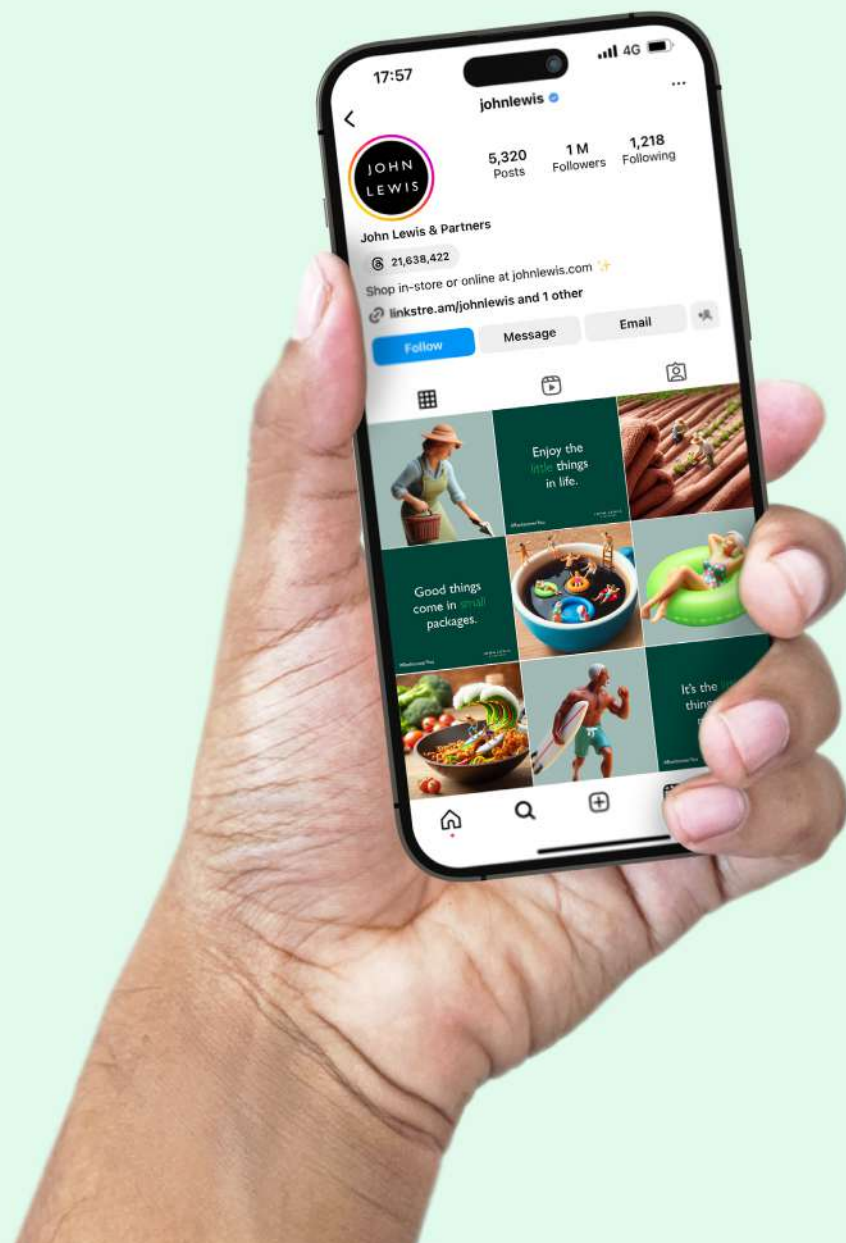
Beauty

POSTS

REELS

TAGGED







BEVERLEY



RICHARD



CAMPER

SKYDIVER



Staff Nametags