

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

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Sip what you want

Savour every moment post-parenthood



#RediscoverYou

Find out more at johnlewis.com/rediscoveryou

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Tend to yourself

Grow new skills post-parenthood

#RediscoverYou

Find out more at johnlewis.com/rediscoveryou

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Banner Posters



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



Vertical Posters



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.



Gardening >

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



Indoor Surfing >

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

Thursdays starting Feb 8, 2024 9-11 AM

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

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

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

Apr 18, 2024 2-4 PM

Limited spaces available.





Website

A screenshot of the John Lewis & Partners website homepage. The header includes a navigation bar with links to About us, John Lewis Brands, Brands A-Z, Our shops, Customer services, Our services, Track order, My John Lewis, Partnership Credit Card, and Insurance. Below the header is the John Lewis & Partners logo, a search bar, and a sign-in link. The main menu features categories like Home & Garden, Furniture & Lights, Electricals, Women, Men, Beauty, Baby, Kids, Sports & Travel, Gifts, Valentine's Day, and Sale & Offers. Three promotional sections are displayed: 'BIG PRODUCTS' (with a link to 'EMPTY NEST SYNDROME'), 'LITTLE MEET-UPS' (with a link to 'Create Big Connections'), and a small image of a lit candle. Below these are sections for 'Little meet-ups' (6), featuring 'Coffee Mornings', 'Gardening', and 'Indoor Surfing'. Each event has a thumbnail image, a title, a brief description, and a date/time. The footer shows a grid of three images.



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Intro

Shop online at www.johnlewis.com

Page · Retail Company

johnlewis.com

Rating . 5.0 (4,701)

Photos See all photos

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Posts

John Lewis & Partners 29 January at 10:28

This year we are raising awareness of empty nest syndrome - the grief that many parents feel when their children move out of home. We are inspiring empty nesters to live life for themselves again and discover new hobbies in every day items. #RediscoverYou

2K 85 Comments 210 Shares

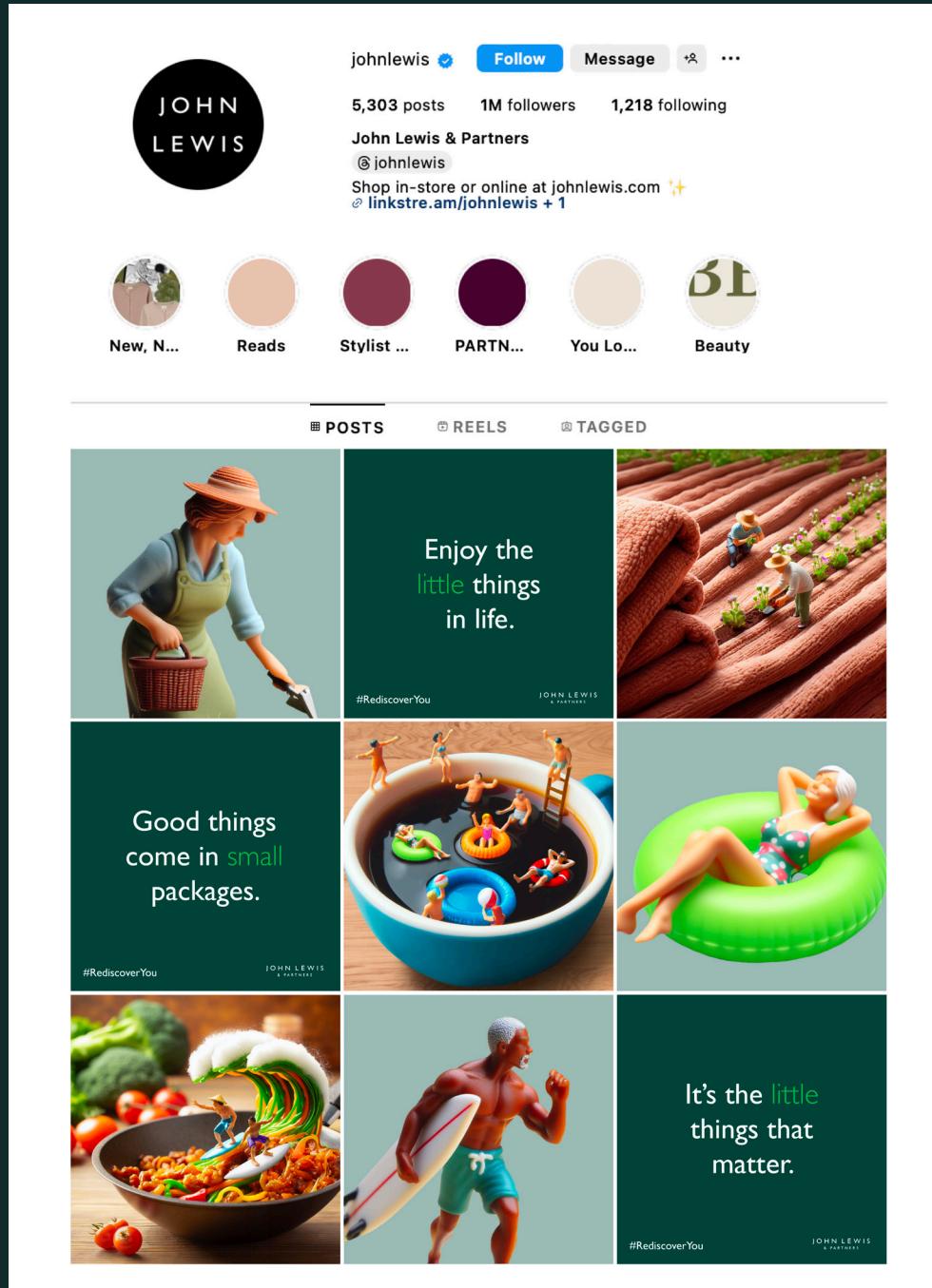
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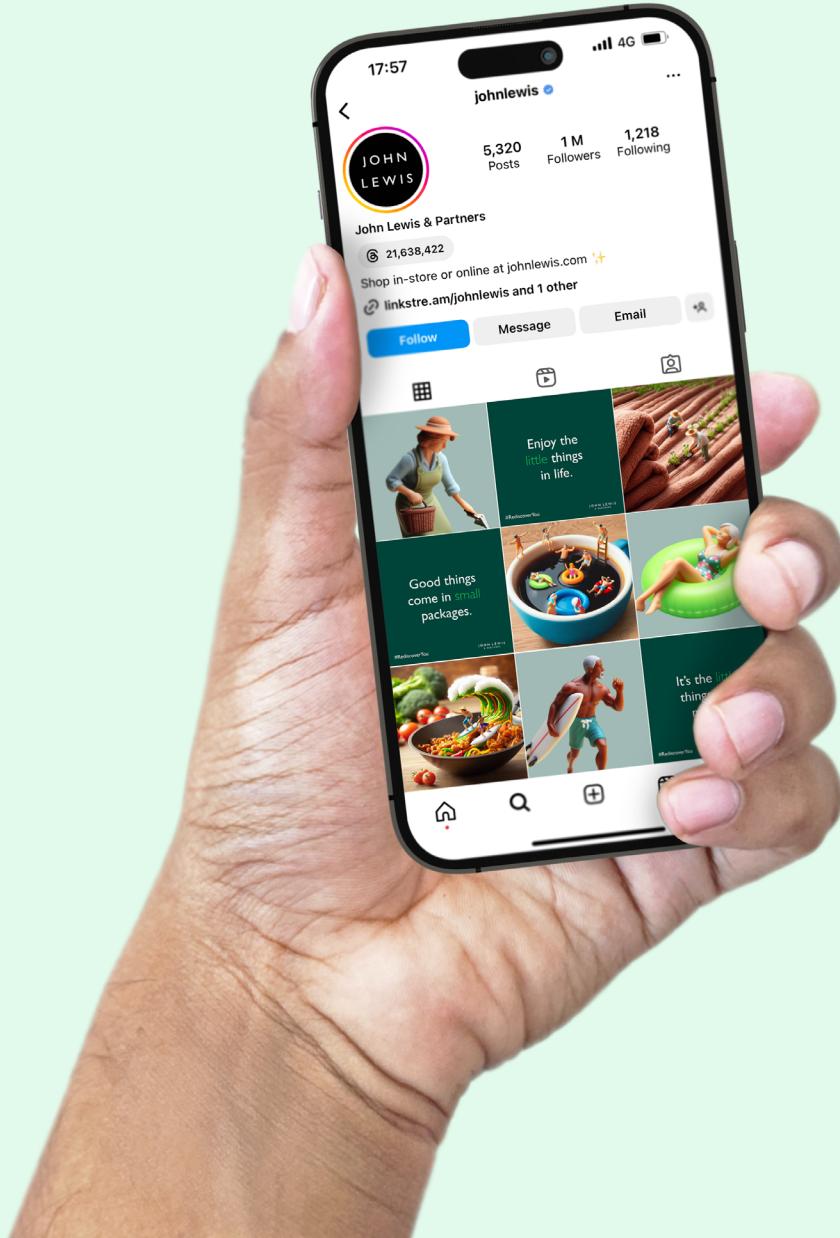
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Sophie Holden This is so cute! Louise Cook

Like Reply 14m

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