

TELEVISION

Asprey opens doors for television crew to share craftsmanship, service

July 3, 2014



Asprey New Bond Street store exterior

By SARAH JONES

British luxury goods house Asprey is the subject of a television documentary that will air July 3 on ITV1 in its home country.

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Luxury Daily

The hour-long special, "Inside Asprey: Luxury by Royal Appointment," brings consumers into the inner workings of the brand's flagship store on New Bond Street, which has served the British royal family for more than a century. Through this "fly on the wall" documentary, Asprey will be able to share its story with a wide audience.

"This was an opportunity for us to showcase not only our craftsmanship, but also the extraordinary quality of our products, our design creativity, our excellent customer service and our unique flagship store on New Bond Street in London," said Paddy Byng, managing director of [Asprey](#), London.

"The talent we have here is something that we are proud to talk about and we hope that viewers appreciate the creativity and workmanship of British craftspeople," he said.

British institution

Asprey was founded in 1781 and has been in its location on New Bond Street for 167

years. It received its first royal warrant in 1862 from Queen Victoria for dressing cases, traveling bags and writing cases. Since then, every British monarch following has been a customer.



Pearls commissioned by Her Majesty Queen Mary and gifted to Princess Margaret

The brand produces jewelry, silver goods, leather goods and timepieces, along with gift items.

Plum Pictures, the Manhattan-based production company behind the documentary, filmed in the store for six months during the summer of 2013.



Asprey staff inside the New Bond Street store

The special captures both the retail and creative sides of the business, with the producers given access to shadow employees as they worked. To highlight the craftsmanship, the private workshop above the store is also captured on film.



Asprey craftsman at work

Over the course of the film, the sales staff launches the brand's "private handbag line" and a jewelry collection made in the workshops.

Asprey's rich and famous clients will also be shown on screen.

Before the show's premiere, Asprey shared the teaser from ITV, which shows parties thrown in-store, craftsmen putting together jewelry and interactions with affluent consumers.

Embedded Video: [//www.youtube.com/embed/QxzqRxscfcM](https://www.youtube.com/embed/QxzqRxscfcM)

Inside Aspreys: Luxury by Royal Appointment

Storytelling

Other British brands have found a platform to tell their story on television.

Rolls-Royce Motor Cars looked to polish its brand image in the public imagination through a documentary conducted by Britain's Channel 4 that aired March 20.

The documentary covers a six-month span and delves into the inner operations of the brand. Since Rolls-Royce excelled in 2013 with record sales and added jobs, the automaker likely came off in a positive manner ([see story](#)).

Also, British jewelry maison Boodles celebrated its more than 200-year heritage with a television documentary that followed the brand's creative process for a high-jewelry emerald necklace.

Boodle's "The Million Pound Necklace: Inside Boodles" aired Sunday, March 23 at 8 p.m. on Channel 4 in Britain. Screening a documentary for a location-based audience built awareness among local consumers who may have been unfamiliar with the heritage and craftsmanship of the house ([see story](#)).

These documentaries give consumers a glimpse into a particular lifestyle, while also showing that they

"Asprey is an institution," Mr. Byng said. "It is the U.K.'s most prestigious luxury brand.

"Whilst we serve ultra-high net worth individuals, we also have more accessible gift products that appeal to a broader audience."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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