

IN-STORE

Harrods hosts summer-themed interior and design windows

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Harrods window by House & Garden

By STAFF REPORTS

British department store Harrods is celebrating the anniversary of its home collection re-launch with a new window display featuring summer interior and design trends.

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The windows will showcase several new brands and four designs for the season. Updating the windows will draw attention to Harrods Home and bring consumers upstairs to the home and furniture sections of the department store.

Harrods at home

The exhibition will run until April 24 and supports brands such as Fritz Hansen, Chelini, Floss, Baxter, Tom Dixon, Bethan Gray, Zaha Hadid and Vitra.

Tailored Scandi is one of the windows that will show the contemporary and clean look that blends blond woods and oak sets with leather and metal.

In the Brooklyn New Industrial window the focus will be driven toward urban style with monochrome furniture accented with subtle color in the mock room's accessories.



This year's window displays

Restoration Chic uses antique and retro pieces such as worn leather and cast iron with some bohemian accents.

Hollywood Glamour is the final window that will meld blue, silver and green with crystals, silk and woods.

Last year, Harrods showcased its overhauled home furnishings department with window displays designed by Condé Nast shelter publication House & Garden.

The 11 interior-themed windows, with six designed by the magazine, focused on modern interior decor, giving viewers an idea of what can be bought in Harrods' new Harrods is Home section. This was an effective way to promote the new selection in-store, since it showed realistic yet aspirational uses of the products Harrods carries ([see story](#)).

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