

IN-STORE

## Graff enlarges shop-in-shop footprint at Harrods

November 10, 2015



*Graff Elements campaign*

By STAFF REPORTS

British jeweler Graff Diamonds has expanded its footprint within the Fine Jewelry Room at department store Harrods.

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Graff opened its shop-in-shop at Harrods last year, and given the boutique's success, the jeweler decided to enlarge the space. A shop-in-shop is a good way to increase a brand's awareness among consumers who may be unfamiliar with its wares.

### Expansion plan

Consumers are welcomed by Graff's distinctive Icon motif on the boutique's facade, and the interior of the shop includes brushed gold showcases that line the walls. Its display cases show off the house's finest jewelry that includes diamonds and gemstones.

For the expanded space, officially reopened on Nov. 10, Graff worked with its in-house Monaco interior design team to select materials sourced from around the world. This includes the shop's monochrome floor and highly-polished arrangement of Cipoline, Pentelikon and Verde Assoluto marble.



*Graff Diamonds' shop-in-shop at Harrods*

The walls of the shop are clad with golden dichroic glass mirrors to accentuate the deep American walnut panels used for the walls at the rear of the boutique. In addition, the space includes a Bohemia crystal chandelier with hand-blown glass spheres in gold, bronze and silver tones that extends the entire length of the store.

"Following the resounding success since its launch last year, the Graff store in Harrods has become an important location in London for the company portfolio, increasing our brand footprint and further establishing our position at the pinnacle of the fine jewelry industry," said Francois Graff, CEO of Graff, in a statement.

"The significantly expanded store will enable our clientele to further experience the exemplary craftsmanship incorporated into our exceptional jewels and innovative timepieces from Graff Luxury Watches," he continued.

Graff is currently implementing an expansion plan throughout 2015 and into 2016. The plans will increase its global retail network to 55 stores when complete.

Recently, Graff gathered essays and images to highlight its founder's passion as the brand expands.

Graff is telling its brand story through a new coffee table tome with a foreword written by Vogue International editor Suzy Menkes. Published by Rizzoli, the "Graff" retrospective book tells the brand's story through photographs and advertisements throughout the years, which have secured its place in the public's imagination ([see story](#)).

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