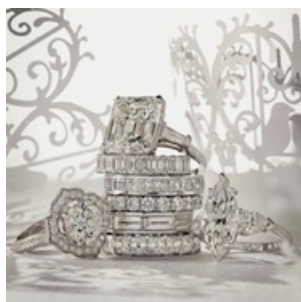


IN-STORE

Harrods skips no detail with bridal prep services

February 11, 2016



Engagement rings available at Harrods

By STAFF REPORTS

With romanticism on consumers' minds as Valentine's Day nears, London department store Harrods is celebrating its in-store bridal services.

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Couples about to tie the knot can visit the retailer for beauty treatments for two, personalized stationery, assistance with wedding registries and bespoke wedding cake orders. Led by Harrods' Fine Jewelry room, the retailer's bridal services also offer consumers a hand-picked curation of fine jewelry brands ideal for one-of-a-kind brides.

I do with Harrods

For the month of February, Harrods fashion director Helen David has selected jewelry from Buccellati, Graff, Harry Winston, Tiffany & Co. and Van Cleef & Arpels, among others, to showcase the one-of-a-kind bridal high-jewelry for brides looking to stand out on their wedding day.

The collection selected by Ms. David also includes Chaumet's new Josephine collection, Boodles' vintage-inspired engagement rings and Diamond Hair Jewels by Graff. In celebration of its 130th anniversary, Tiffany will highlight its iconic Tiffany Setting engagement rings.

To reflect its in-store offerings, Harrods will display key bridal pieces from each brand in its Hans Road windows. When a bridal or engagement purchase is made this month, the consumer will receive a bespoke gift bag filled with complimentary in-store experiences and products for the bride-to-be.

Additionally, brides-to-be are invited to take advantage of Harrods' Gift Bureau where Harrods specialists will help the soon-to-be wed couple select gifts for their registry reflecting their taste and lifestyle. The Harrods Gift Bureau can also be accessed online ([see story](#)).



Promotional image for Harrods' Gift Bureau

Beyond homewares, art and kitchen goods, the Gift Bureau also offers bespoke and comprehensive services, including beauty, spa and bridal gown services, for brides and men's made-to-measure.

Ensuring that each aspect of planning a wedding can be covered by the retailer, Harrods also offers a bespoke cake service and floral arrangements, from bridal bouquets to floral arches by Moyses Stevens, through its shop-in-shop within the department store.

Couples can also book time at Urban Retreat at Harrods to relax, plan hairstyles, try bridal make-up looks, enjoy a pre-wedding skincare regime in the Creme de la Mer treatment room or hire a stylist for the wedding day.

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