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Harrods rounds up interior trends for style-based inspiration

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Image from Harrods' The London Edit campaign

By STAFF REPORTS

British department store Harrods is showcasing the diversity of its interior decor offerings with a curated presentation geared toward the local clientele.

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"The London Edit" speaks to four distinct decorating personalities through a series of window displays and in-store sets, allowing consumers to browse merchandise that best suits their personal tastes. This project comes two years after the redesign of the Harrods Home department, allowing the store to remind consumers of its selection.

Welcome home

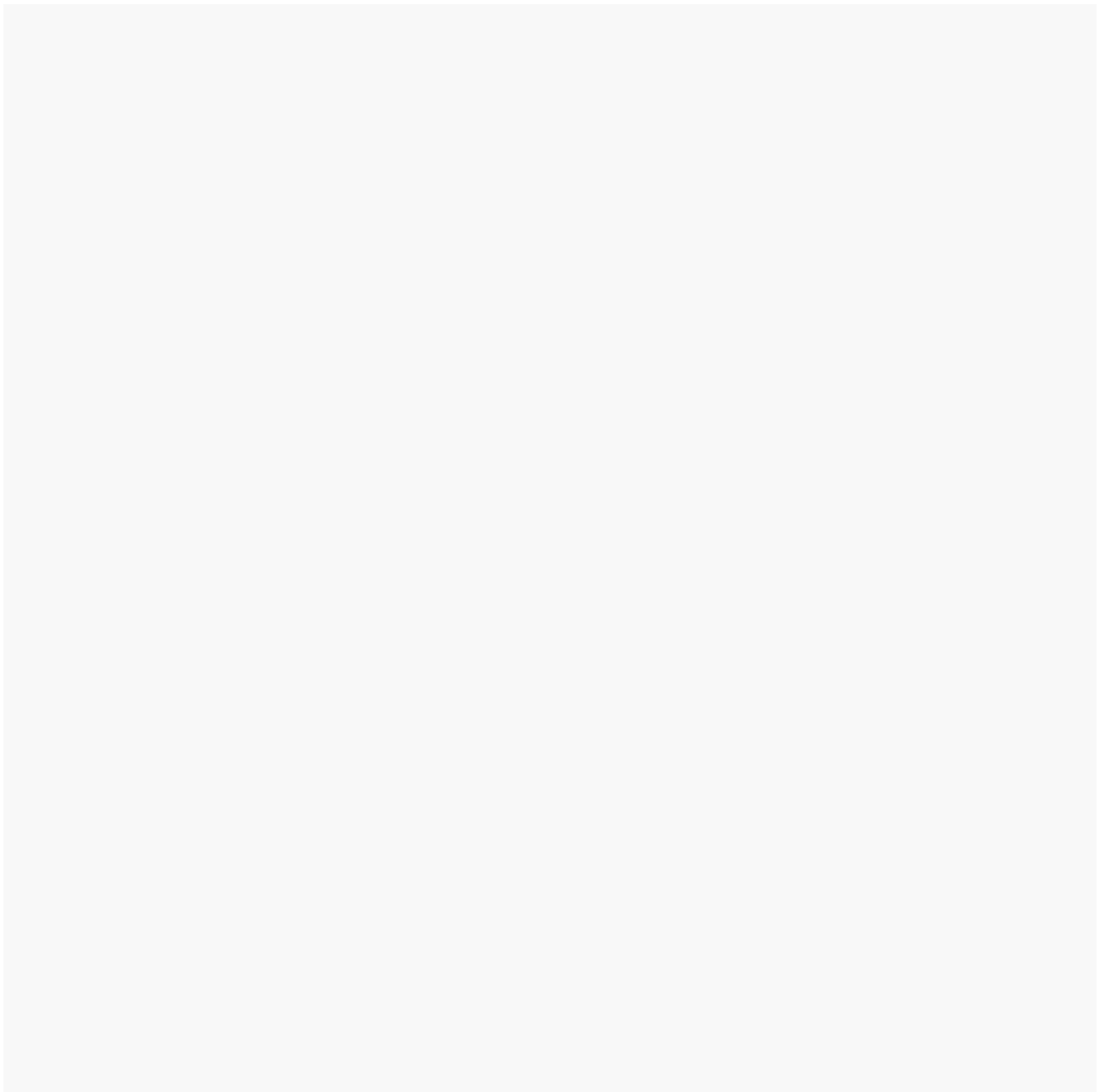
The London Edit has developed four house styles: the Shoreditch Loft, the Chelsea Townhouse, the Notting Hill Villa and the Hampstead House.



Harrods' The London Edit campaign

These personalities play out in displays within Harrods' Brompton Road windows. This exploration continues on the second and third floors of the store, where sets bring the styles to life.

On Instagram, Harrods takes consumers inside the imagined dwellings, sharing a virtual tour through video. For instance, Chelsea's red brick townhouse is outfitted in neutral colors with varied textures, including leathers and wooden accents.



Step inside Chelsea's red-brick terraces and white-painted crescents to discover the interior trends this season with #TheLondonEdit. #HarrodsHome ?

A video posted by Harrods (@harrods) on Apr 5, 2016 at 2:54am PDT

Included in the in-store feature are a number of exclusives, including Matthew Williamson's first foray into furniture in partnership with Duresta. The London Edit also sees the UK exclusive premiere of Kelly Wearstler's collection.

Two years ago, Harrods gave its home department a redesign, showcasing the updated look with window displays designed by Cond Nast shelter publication House & Garden.

The 11 interior-themed windows, with six designed by the magazine, focus 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](#)).

"Two years on from the relaunch of Harrods Home, we are so thrilled to be able to highlight the breadth of the interiors offering across the Second and Third Floors with these four trend-led edits, which not only feature beautiful furniture and home accessories from the most classic and contemporary design houses, but also exclusive launches from brands such as Kelly Wearstler and Anglepoise, as well as Matthew Williamson's vibrant, fashion-led collaboration with Duresta," said Annalise Fard, director of home at Harrods, in a brand statement.

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