

RETAIL

Harrods recreates historic ambience of jewelry department

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Harrods store front

By STAFF REPORTS

British department store Harrods has refurbished its Fine Jewelry Room to create a more private environment and highly personalized experience for its consumers.

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Located on the department store's ground floor, Harrods' Fine Jewelry Room has been redesigned to include a screened seating area for each counter selling iconic, exclusive, rare and limited-edition pieces. Given the high price and sentimentality of jewelry purchases, Harrods' commitment to a private shopping experience will likely resonate with its discerning consumers.

Back to the Gem Room

The redevelopment of Harrods' central jewelry counters were designed by David Collins Studio in London. The screened areas allow brands that sell at Harrods to be shown in an unrivaled environment.

Harrods' concept for the new counters was inspired by archival images of the retailer's Fine Jewelry department of year's past. The counters were designed to also complement the exterior of the larger boutiques that line the department.



Harrods' renovated Fine Jewelry Room

"We have seen an increase in demand for high jewelry, large stone sales and bespoke orders across the department

in recent years, so [we] have included private VIP salons to facilitate these conversations within each of the counters," said Helen David, fashion director at Harrods, in statement.

Harrods overall Fine Jewelry space was inspired by the retailer's original Gem Room. The department features a soft onyx color palette against vintage-inspired glass counters of cast bronze panels, polished brass detailing and antique accents.

The renovations of the Fine Jewelry Room include bespoke lighting used to display jeweler's collections in "their most sparkling light." Harrods worked with a jewelry lighting expert to recreate natural daylight to showcase the pieces at their very best.



Harrods' renovated Fine Jewelry Room

As consumer shopping behavior has evolved, so has the way in which Harrods displays its product offerings.

In 2014, Harrods took a new approach to displaying the numerous fragrances it carries with a new perfumery retail concept.

Harrods' marketing strategy for fragrances, Salon de Parfums, is housed on the department store's sixth floor rather than within the Beauty Halls where it was once located. Salon de Parfums is meant to create an intimate consumer experience due to the personal nature of purchasing a fragrance ([see story](#)).