

JEWELRY

Harry Winston brings heritage, design to Houston's River Oaks District

July 26, 2016



Harry Winston gift box

By STAFF REPORTS

Harry Winston, the "King of Diamonds," has opened the doors to its first boutique in Houston.

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The New York-based jeweler selected Houston's River Oaks District, a high-end outdoor shopping destination. River Oaks District is open daily and includes jewelers such as Cartier, Chopard, Van Cleef & Arpels along with other high-end fashion, beauty and lifestyle brands.

Bigger in Texas

At its Houston boutique, Harry Winston will showcase its fine jewelry and timepiece collections. This will include the rarest diamond and gemstones on the market today.

"River Oaks is a prestigious shopping destination, with a sophisticated retail network that we are incredibly excited to be a part of," said Nayla Hayek, CEO of Harry Winston, in a statement. "With this opening, we are proud to bring our renowned heritage and extraordinary designs to the city of Houston for the very first time.

"Harry Winston has a long history of opening salons in the most sought-after locations around the world and we could not have imagined a more fitting backdrop to continue this tradition than the exquisite open-air River Oaks District," he said.

The shop at River Oaks District was designed to resemble a private estate while giving consumers a feeling of elegance and intimacy. For this boutique, Harry Winston took a contemporary variation on its traditional style.



Exterior of Harry Winston's Houston boutique

Inside, the space is decorated with a soft taupe and grey color palette. Harry Winston has also selected custom-designed black lacquer and antique bronze furniture and decorated with bespoke chandeliers and hand-beaded silk walls and other antique accents.

Harry Winston's boutique has dedicated areas for its high-jewelry and bridal collections, as well as its timepieces and fine jewelry. Dedicated spaces will help consumers to easily gravitate toward their personal area of interest.

This also ensures consumers have a discreet and personalized shopping experience. To this point, Harry Winston has also included private selling rooms for its clients for purchases sans interruption.



Interior of Harry Winston's Houston boutique

Houston has become popular among luxury brands looking to increase their retail footprint in an area of wealth.

For example, retail real estate brand Simon's The Galleria, also in Houston, just underwent a \$30 million renovation to account for its new luxury tenants and affluent consumer behavior.

The renovation was part of a \$250 million transformation of The Galleria's luxury wing. By investing in its Houston property, Simon will ensure that The Galleria remains the destination of choice for affluent consumers in the area.

Saks Fifth Avenue acts as The Galleria's cornerstone retailer ([see story](#)) and Miami-based retailer The Webster looked to shopping center to open its first location outside its South Florida home ([see story](#)).

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