

IN-STORE

Harrods spotlights high-jewelry in newly renovated department

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Chopard fine jewelry on display at Harrods

By STAFF REPORTS

British department store Harrods is delighting in the recent refurbishment of its Fine Jewelry Room with help from jewelers on display.

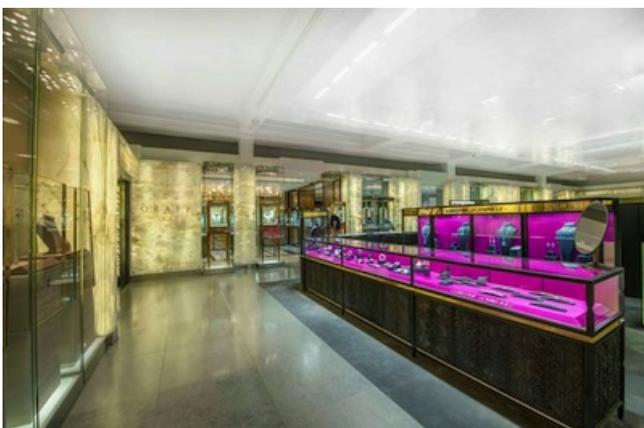
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Located on the department store's ground floor, Harrods redesigned its Fine Jewelry Room to create a more private environment and a highly personalized experience for its consumers. The design of the space was inspired by Harrods' archives and set out to recreate the historical ambience of its jewelry department.

Shine on

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.

Also, Harrods' Fine Jewelry Room includes 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 ([see story](#)).



Rendering of Harrods' newly renovated Fine Jewelry Room

To celebrate the reopening of the department, Harrods has invited 23 of the industry's leading jewelers to display pieces from their latest high-jewelry collections Aug. 1-14. Brands showcased include Harry Winston, Graff

Diamonds and Tiffany & Co., among others.

The in-store exhibition also includes select brands showcasing historical and making-of images and sketches with Harrods consumers. These brands include Bulgari, Chopard, Cartier and Van Cleef & Arpels.



Van Cleef & Arpels' fine jewelry on display at Harrods

Harrods' high-jewelry display comes as "Made with Love and Precision," an in-store campaign for the month of July and early August, moves toward conclusion. The campaign, marked by displays and in-store exclusives, is Harrods' way of paying tribute to the high-end timepiece portfolio available in its Fine Watch Room ([see story](#)).

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