

RETAIL

Hodinkee pops up at Harrods in time for gifting

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Hodinkee straps and watches

By STAFF REPORTS

Online watch publication Hodinkee is bringing its editorial perspective to Harrods' Fine Watch Room via a pop-up shop.

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The temporary store reflects Hodinkee's expertise in both vintage and modern watches, with styles spanning both old and new. From Dec. 1-4, consumers will be able to peruse timepieces from brands such as Vacheron Constantin, Breguet and Omega.

Harrods for the holidays

Vintage pieces that will be available for purchase include watches from Rolex, Tudor and Tissot. Among these collector items is a 1960s Breitling SuperOcean 2005.

With prices of vintage timepieces starting at about \$560, the pop-up allows collectors with varied budgets to participate.

Aside from the timepieces, Hodinkee's pop-up will also sell the publication's accessories for the avid watch owner, such as a selection of 15 leather straps, cases and tools. A limited-edition strap designed specially for the Harrods event will also be featured.



Hodinkee timepieces

Those who shop will be able to have their straps embossed for a personalized touch.

Harrods has been putting more focus on the timepiece category lately.

The British department store proved itself as a leading horological destination with a storewide fine-watch takeover that touts its dedication to the category.

Harrods' "Made with Love and Precision" in-store campaign began on July 1 and extended into the first two weeks of August. The campaign, marked by displays and in-store exclusives, was Harrods' way of paying tribute to the high-end timepiece portfolio available in its Fine Watch Room ([see story](#)).

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