

JEWELRY

Harry Winston shutters New York flagship for remodeling

April 26, 2017



Computer rendering Harry Winston's temporary flagship at 701 Fifth Avenue

By STAFF REPORTS

U.S. jeweler Harry Winston will temporarily relocate to 701 Fifth Avenue from its New York flagship at 718 Fifth Avenue as the historic space undergoes extensive renovations.

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Harry Winston recently opened a temporary salon just one block south from its longtime headquarters to allow business to continue uninterrupted despite the construction. When a storefront needs updates and modernizing, brands often close down the location completely, but open a nearby space to ensure there is no lapse in service.

Temporary home

Harry Winston at 701 Fifth Avenue is just a minute's walk from its headquarters at 718 Fifth Avenue, which will be convenient for clients looking to stop in without any hassle. The temporary salon measures 5,467-square feet, across two floors, and will display the diamond jeweler's collections of jewelry and watches.

The space was designed to evoke the elegance and intimacy of a private estate, similar to the look and feel of its New York flagship that resembles a high-end townhouse due to its facade.

Harry Winston's interior for the storefront is a more contemporary style than what is usually featured at the jeweler's stores. The shop includes a Harry Winston's signature grey color palette and custom-designed black lacquer and antique bronze furniture as well as bespoke chandeliers.

The temporary flagship includes a grand marble foyer with a black-and-white starburst motif.



Computer rendering of the entry at Harry Winston's temporary boutique

Harry Winston's first floor is dedicated to timepieces while the second level shows off the brand's one-of-a-kind high-jewelry. The second floor also houses a bridal room for engagement ring selections and related jewelry.

Private selling rooms have been placed throughout the boutique for discrete shopping experiences.

Harry Winston expects renovations of its 718 Fifth Avenue flagship to be complete and ready for a grand reopening in 2018.



Computer rendering of Harry Winston's temporary bridal salon

Similarly, French jeweler Cartier temporarily relocating further up New York's Fifth Avenue while its flagship underwent extensive renovations in 2014.

To ensure that there was no lapse in service, Cartier decided to relocate for the time being rather than shutting its doors completely during construction. This retail strategy placed emphasis on Cartier's quality of customer care and service as the jeweler does not want to disrupt the purchasing preferences of local and visiting enthusiasts.

Cartier reopened its New York flagship in summer 2016 ([see story](#)).

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