

FRAGRANCE AND PERSONAL CARE

Harrods embraces "wellth" consumer, opens wellness treatment center

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Harrods' storefront

By STAFF REPORTS

London department store Harrods is embracing mindful luxury with the opening of The Wellness Clinic.

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Harrods' Wellness Clinic occupies 10,500 square feet on the fourth floor of the famed Knightsbridge retailer and was founded on the principles of integrative beauty that combines aesthetic and holistic treatments designed by medical professionals to promote wellbeing. Mindfulness in luxury is a growing trend that leverages affluent consumers' interest in self care and experience over material goods.

Medspa

To design The Wellness Clinic, what Harrods calls a world first opening, the retailer partnered with architects Stanton Williams. The result is a one-of-a-kind, calming space that uses cherry timber and moleanos stone throughout.

Harrods Interiors worked to select a contemporary furniture scheme that is both relaxing and luxurious for the treatment rooms and waiting area.

The Wellness Clinic features 14 treatment rooms and two personal training studios for one-on-one sessions. The space also includes a private consultation room and photography studio where there is a state-of-the-art Vectra 3D scanner system.



Harrods Wellness Clinic's waiting area

To ensure The Wellness Clinic offers clients high-quality treatments Harrods has gathered leading experts for its personal care effort.

The Wellness Clinic includes a partnership with London's PHI Clinic led by clinical director Dr. Tapan Patel; The Method by Louise Parker will provide dietitians and personal trainers; chiropractic and posture specialist Dr. Ben Carraway and acupuncturist Ross Barr.

Harrods has also included 11Cryo, a full-body cryotherapy chamber, The Elixir Clinic, an IV drip vitamin infusion treatment and a personal, DNA-targeted skincare service provided by Gen Identify.

In addition to permanent offerings and services, The Wellness Clinic will offer a series of guest practitioners that are both local and international.

For example, New York Dermatology Group, under the medical direction of London's Dr. Costas Papageorgiou and New York-based Dr. David Colbert, will offer The Runway Facial, a Harrods- and United Kingdom-exclusive, at The Wellness Clinic.



Harrods Wellness Clinic treatment room

The Wellness Clinic will also display a curated offering of skincare products selected by Harrods' partners as well as brands intended for specific concerns such as environmental damage or organic beauty.

Millennial consumers are "WELLth investors" who would rather spend their income on personal and societal wellness. Research conducted by Cassandra found that 73 percent of Gen Y would rather be healthy than wealthy, and 68 percent would rather splurge on healthy eating than junk food.

As a result, Gen Y would rather spend money on self care, fitness and experiential travel such as voluntourism, which in turn has fueled the wellness economy ([see story](#)).