

JEWELRY

## De Beers puts focus on sustainability in Harrods store remodel

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*De Beers' boutique at Harrods. Image credit De Beers*

By STAFF REPORTS

British jeweler De Beers is bringing its new store concept to London with the makeover of its Harrods boutique.

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Based on the recently opened Madison Avenue storefront in New York, De Beers at Harrods features design elements that capture light to mimic the reflective properties of its diamonds. As with the New York store, this point of sale also enables consumers to follow the path of rough diamonds to jewelry through hands-on exploration.

Continuing concept

As it relocated its boutique from Fifth Avenue to Madison Avenue, De Beers also took the opportunity to unveil a new store design ([see story](#)).



*Inside De Beers' Madison Avenue townhouse. Image credit: De Beers*

Now, this concept is extending across the Atlantic with De Beers' updated Harrods boutique.

The color palette of the store references both De Beers' signature dark blue and Champagne glass, a design feature used by the brand throughout the world. Materials used within the space were chosen to convey a sense of warmth

and light, with silk, wool, oak and glass combining, while a rock crystal chandelier creates a central focal point for the boutique.

De Beers kept the boutique's environmental impact to a minimum by sourcing wood from sustainable forests and choosing low-powered lighting.

Encouraging discovery, De Beers' high-jewelry collections are presented in a round display counter. Further into the store, bridal and wedding designs are showcased in curved cases.

Two private salons allow for a more intimate shopping experience, offering the chance for a consultation and the creation of a custom solitaire ring through the jeweler's For You, Forever service.

Offering visual understanding of De Beers' approach to diamonds, visitors will be able to hold rough stones in their hands. For those purchasing diamonds, the De Beers Iris demonstrates the impact of the jeweler's signature cut, using light reflection to show the difference in sparkle between two stones that both have the four C's.

"We are delighted to unveil our new home at Harrods," said Franois Delage, CEO of De Beers Diamond Jewelers, London, in a statement.

"We have designed this new space with our local and international clients in mind to fully express our brand's uniqueness and convey our century old diamond understanding in a friendly yet refined setting," he said. "Through this beautiful space, dedicated to our craft, we invite our clients to an intimate and personal experience where expertise meets emotion."

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