

RETAIL

Harrods' "master plan" kicks off with Fine Watch Room overhaul

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Harrods Gucci Garden is the latest British-themed collaboration from Gucci Image courtesy of Harrods

By STAFF REPORTS

British department store Harrods has started a complete redevelopment project and expansion of its Fine Watch Room.

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Expected to be complete in spring 2018, the renovations will create a new environment for Harrods' watch brand partners. Led by architects at Rundell Associates, Harrods' goal for the overhaul of the Fine Watch Room is to celebrate haute horology in a destination fitting of the timepieces on display.

Time to renovate

Harrods' plans for the redevelopment of the Fine Watch Room includes 10 larger boutiques for its timepiece brands. The famed retailer also plans to expand the Fine Watch Room across two selling floors with a marble-lined staircase connecting the two levels.

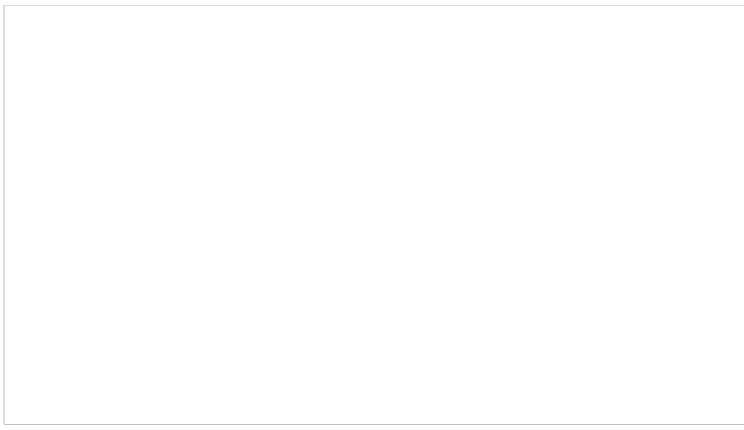
Set under a vaulted ceiling, the central staircase will be surrounded by leather-lined walls created by Bill Amberg and a custom-designed terrazzo floor and booking lighting concept.

Harrods' new Fine Watch Room will include the aforementioned boutiques as well as an elevated multi-brand area that will serve as a discovery and visibility point for watchmakers.

Exclusive elements for the redevelopment will be boutique concepts from Rolex, Richard Mille, Audemars Piguet and Hublot. The Fine Watch Room also has three dedicated VIP suites across the two floors.

Harrods will create a Fine Watch and Fine Jewelry entrance located at Door I on Hans Road.

Service and after-care has been taken into consideration for the redesign as well. A first for the retailer, Harrods will introduce three dedicated on-site watchmakers to boost its horological expertise.



Breguet Harrods Classique Special-Edition 7337. Image credit: Harrods

Further, Harrods has partnered with retro Italian Riviera-inspired Chucs restaurant for on-site dining within the Fine Watch Room. The eatery will be open late-night and have dedicated street access.

"The redevelopment of the Fine Watch Room showcases our commitment and dedication to offering the best in class to our customers," said Helen David, chief merchant at Harrods, in a statement.

"There will be nowhere else like it in the world and we pride ourselves on retaining our position as the ultimate luxury shopping destination," she said. "The new space will pay tribute to our exceptional watch portfolio and will provide the perfect environment to showcase some of the world's most sought-after timepieces.

"The Fine Watch Room will be one of the first areas in-store to be redeveloped as part of Harrods' masterplan and we're very excited to unveil the new department once complete in 2018."

Harrods often uses its Fine Watch Room for exclusive launches and events.

For example, the British department store proved itself as a leading horological destination with a storewide fine-watch takeover that touted its dedication to the category.

Harrods' "Made with Love and Precision" in-store campaign began on July 1, 2016 and extended into the first two weeks of August. The campaign, marked by displays and 23 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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