

RETAIL

Cartier expands shop-in-shop footprint at Harrods

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Cartier's new salon at Harrods is twice the size of the original. Image credit: Harrods

By STAFF REPORTS

French jeweler Cartier has doubled the size of its selling space within London department store Harrods following an extensive redesign.

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Cartier's redeveloped Harrods boutique is located in the retailer's Fine Jewelry room, an entirely new concept. Cartier's shop-in-shop took over one of the two existing Fine Jewelry rooms at Harrods, with the department itself expanding into a third salon, formerly known as the Luxury Jewelry room.

"Cartier and Harrods were both established in the mid-19th century and have flourished over 150 years to become known for their dedication to the quest of beauty, a duty of excellence, the freedom to be oneself and the legacy to share," said Laurent Feniou, managing director of Cartier United Kingdom, in a statement.

"This new Harrods room will be historic," he said.

Salons de Cartier

At twice the size of its original shop-in-shop, Cartier's new space includes bronze finishes, glass furnishings and wooden accents. Four bespoke and handcrafted decorative walls and a central, deconstructed and geometric chandelier are also featured.

Harrods and Cartier enlisted architect Laura Gonzalez to redesign the space. Ms. Gonzalez redefined the classic environment with her "eclectic chic" style. The end result is a contemporary selling space.

The Cartier Room includes a central space and four adjoining internal salons to encourage consumer exploration of the jeweler's many facets. The shop includes dedicated salons for prestige, women's jewelry, diamonds and men's.



Cartier's Harrods boutique was designed by architect Laura Gonzalez. Image credit: Harrods

"We're excited to have worked with Cartier on this large-scale redevelopment and to have launched their new boutique which, we're pleased to say, is the largest boutique within our Fine Jewelry Room," said Helen David, chief merchant at Harrods, in a statement.

"The concept is entirely bespoke and exclusive to Harrods, with the addition of two VIP salons and a permanent, highly anticipated high-jewelry collection," she said. "We are very excited for our customers to discover the exclusive collection of Cartier creations for Harrods."

"The boutique provides the perfect environment to showcase Cartier's exceptional product offering particularly at time when the brand is attracting such huge demand within our Fine Jewelry Room."



The space is designed to allow exploration of all Cartier's product categories. Image credit: Harrods

Located on the department store's ground floor, Harrods redesigned its Fine Jewelry Room beginning in 2016 to create a more private environment and a highly personalized experience for its consumers. The design of the overall space was inspired by Harrods' archives and set out to recreate the historical ambience of its jewelry department ([see story](#)).