

HOME FURNISHINGS

Edelweiss brings customizable pianos to Harrods

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Edelweiss is now selling at Harrods. Image courtesy of Edelweiss

By STAFF REPORTS

British department store Harrods is bringing a modern touch to live music by retailing Edelweiss' bespoke player pianos.

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Made by Cambridge-based piano company 1066, the Edelweiss instruments offer 100 different finishes, expanding on the traditional wood stains. Acoustic piano sales in the United Kingdom have dropped in the past few decades, a trend that Edelweiss intends to help turn around.

Piano purchasing

The British piano industry has seen sales decline from 30,000 in the 1980s to about 4,000 today. Edelweiss sees its futuristic pianos as the answer to this fall, as they offer a more contemporary take on the self-playing piano.

Edelweiss' pianos have a hidden iPod that has been preprogrammed with 400 songs.

The instruments come in sizes such as upright pianos, baby grands and budoir grands, with Edelweiss also retailing the smallest grand piano, the Sygnet G50.

Customers can have their pianos customized in any color with finishes such as acrylic, crystal, liquid metal, mirror, wood, exotic veneer and fabric, allowing them to get an instrument that suits their personal style.

Edelweiss has set up shop on the third floor of Harrods, becoming the exclusive retailer of its bespoke pianos.



Edelweiss at Harrods. Image courtesy of Edelweiss

"We are reinventing the piano," said Ross Norman, director of Edelweiss, in a statement. "Gone are the days when pianos were only available in black, walnut or mahogany.

"Now, with the help of innovators like Harrods, people can have any color, material or configuration they want," he said. "In fact we relish the challenge of building a piano made from something never before used."

"We are honored that Edelweiss will be available in such a pioneering department store for the very first time. It is truly a high note in the company's 45-year history."

Pianos are becoming design focuses themselves.

Cambridge-based Goldfinch Pianos showed off its bespoke capabilities by delving into the process behind a custom-made Swarovski encrusted instrument.

The "World's Most Luxurious Piano" took six months to make, with each of the 500,000 crystals attached to the body by hand. The making of the \$628,000 piano is documented online through factual social media posts and short films, which may have inspired consumers to start their own bespoke process ([see story](#)).