

RETAIL

Harrods promotes beauty director to oversee accessories and jewelry

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By STAFF REPORTS



Harrods has begun making accessories and jewelry a priority. Image credit: Harrods

British department store Harrods is expanding the responsibilities of beauty director Annalise Fard to include fine watches, jewelry and accessories.

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Ms. Fard's promotion will give her far greater oversight of the department's store's overall strategy when it comes to accessories of all kinds. Harrods is particularly committed to accessories and jewelry given the sector's profitability.

New responsibilities

Harrods has been looking to improve its marketing and sales efforts for its accessories and jewelry sectors for the past few years.

Now, the retailer has decided to give Ms. Fard the extra responsibilities of managing fine watches, jewelry and accessories along with her current role as beauty director for Harrods.

According to a report from Women's Wear Daily, Ms. Fard joined Harrods in 1997 and left a few years later for Bliss

before returning to Harrods in 2007 to help transform the retailer's beauty and home divisions.

Now, Harrods is hoping Ms. Fard can work her magic again, this time with jewelry and accessories.



Ms. Fard's relationship with Harrods began back in 1997. Image credit: Harrods

Ms. Fard's promotion comes just a few months after the departure of Harrods' chief merchant Helen David, who left the retailer after 10 years at the company.

According to a statement from Harrods shared with Women's Wear Daily, Ms. David is moving on from the company to "explore other opportunities." Unnamed industry sources quoted by WWD, however, point to differences with management as the cause of her exit ([see story](#)).

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