

RETAIL

Harrods aims to create UK's "ultimate technology destination"

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Harrods is updating its tech rooms. Image credit: Harrods

By STAFF REPORTS

British department store Harrods is giving its Tech Rooms an experiential update, looking to build an interactive, educational environment for digital devices.

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Harrods has moved its technology offerings from the third floor to the fifth, and the retailer has just opened the first stage of the revamped department. Recently, the retailer has been updating its flagship store with a push towards retail theater.

Tech touches

Harrods has designed its Tech Rooms to house five distinct spaces.

One is centered on audio, where consumers can discover sound systems, speakers and headphones. Within this section is a "headphone forest" where visitors can experience the devices in their own sphere.

A Vision zone will hold a cinema-style atmosphere, enabling consumers to check out the latest in televisions.



Rendering of Harrods' Tech Rooms. Image credit: Harrods

Meanwhile, a Connectivity area will house devices from tech giants.

An Image space will house educational masterclasses, allowing shoppers to learn from experts.

The renovated rooms are slated to be completely finished by July.

Harrods recently further invested into experiential shopping as it opened its updated Fine Wine & Spirits Rooms.

Wine and spirits enthusiasts are now able to journey through impressive architecture to discover their new favorite labels and products. Harrods' new rooms will also host a series of events in an effort to establish the retailer as an authority within the alcohol industry ([see story](#)).

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