

JEWELRY

## Harrods invests in experiential retail with watch talks

June 5, 2019



Harrods' Fine Watch Room. Image credit: Harrods

By STAFF REPORTS

British department store Harrods is taking a journey through time with an in-depth experiential dive into luxury watches.

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As bricks-and-mortar stores are leveraging their physical presence to create interactive initiatives, Harrods is using its luxury timepiece knowledge to hold a series of talks on the subject. Discussions and events will be held in the Fine Watches rooms in Harrods' ground floor.

Watching experiential retail

Harrods' World of Watches will run on the weekend of June 14 to June 15, but will also include a variety of in-store events and features following.

On Friday, June 14, sessions will begin at noon, running until 6:30 p.m. Discussions include a talk about passion with Ulysse Nardin ambassador Sebastien Destremau, a live sketching session in the Roger Dubuis boutique, a deep-dive into Jaeger-LeCoultre's Reverso watch and more.

The following day, events will take place from 11 a.m. to 4 p.m., featuring a Q&A with IWC Schaffhausen ambassador and pilot Steve Boulbee-Brooks, a discussion of the evolution of the watch and other talks.

In addition to the talks, Harrods will also feature an in-house watch doctor that will be available to provide repairs and advice. Harrods fashion editorial director Stacey Duguid will also be on hand to provide styling advice on how to craft an outfit around a timepiece.

Following each day's events will be mingling and Champagne in the watch boutiques.



*Rolex's boutique in Harrods' Fine Watch Room. Image credit: Harrods*

The special watch series takes place after Harrods underwent a complete redevelopment project and expansion of its Fine Watch Room.

Completed in spring 2018, the renovations have created a new environment for Harrods' watch brand partners. Led by architects at Rundell Associates, Harrods' goal for the overhaul of the Fine Watch Room has been to celebrate haute horology in a destination fitting of the timepieces on display ([see story](#)).

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