

RETAIL

Harrods welcomes luxury streetwear consignment store to London

October 11, 2021



The Edit LDN on the second floor of Harrods. Image courtesy of Harrods

By LUXURY DAILY NEWS SERVICE

British department store chain Harrods is entering the luxury streetwear game with a new partnership with online luxury sneaker and streetwear consignment store [The Edit LDN](#).

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Popular among celebrities and professional athletes, items from The Edit LDN are now available to Harrods shoppers, who will be able to view, experience and purchase the latest limited-edition sneakers from the online brand. The Edit LDN sells some of the world's most coveted sneakers from brands including Yeezy, Jordan and Off-White, connecting resellers with a highly engaged and passionate community.

"Over the past three years, menswear at Harrods has undertaken a huge transformation that has been visible through our brand curation as well as the physical shop floor," said Simon Longland, head of menswear at [Harrods](#), in a statement.

"Our goal has been to transform the menswear experience at Harrods and embrace the most important and desirable trends on the market, and the launch of The Edit LDN continues that strategy," he said. "Bringing The Edit LDN's industry expertise to Harrods ensures that our customers have access to the latest and most exclusive styles on the market through a service level which is unmistakably Harrods."

Streetwear at Harrods

The Edit LDN has successfully established itself as a trusted source of authenticated and high quality new and pre-loved streetwear and sneakers.



Sneakers on display at The Edit LDN boutique in Harrods. Image courtesy of Harrods

The demand for sneakers is growing rapidly, and the \$6 billion marketplace is expected to grow five times by 2030.

"It's been a remarkable 18 months since we launched, to opening in Harrods, the world's most iconic department store," said Moses Rashid, founder/CEO of The Edit LDN, in a statement. "We are in hyper growth and headed in the right trajectory as we scale the business globally.

"Our on-going funding round will enable us to move faster and achieve our goals."

Hoping to solidify its place as an environmentally-conscious company, Harrods has started incorporating sustainable practices into each part of its business, from waste management to innovative partnerships focused on circular fashion.

In July, the department store launched a Rental Edit in partnership with luxury rental platform [My Wardrobe HQ](#).

My Wardrobe HQ is a social shopping platform with sustainability at its core, allowing users to rent and monetize their wardrobes while contributing to a circular economy. Now, U.K. customers can rent a curated selection of Harrods designers through the My Wardrobe HQ platform ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.