

RETAIL

Harrods launches members-only shopping experience in Shanghai

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the retailer is extending its operations in Shanghai through a members-only club, a company first. Image credit: Harrods

By LUXURY DAILY NEWS SERVICE

British department store **Harrods** is tending to top clients around the world with the extension of a concierge retail service.

Unveiling the "Residence Shanghai," the retailer is bringing its private club concept to China for the first time. With members-only food and beverage benefits, exclusive events and one-on-one shopping experiences among a long list of perks, and featuring a starting price reaching the tens of thousands annually, Harrods is expanding its inner circle to include affluent devotees based in Asia-Pacific, a crowd eager to engage with luxury post-lockdown.

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Home away from home

Located in the heart of Shanghai on the second floor of the city's historic Cha House, the uber-exclusive clubhouse will open to just 250 individuals by the end of the year.

Blending upscale British design with interior touches inspired by its host nation, guests enter the Residence through Chinese-Deco stained-glass doors to find what is described as an opulent lounge that celebrates the building's heritage, dating back over a century.

Following "feng shui" principles, the retreat's layout sets the tone for an atmosphere that emphasizes privacy and discretion on behalf of members. Culinary options are provided by 17-time Michelin-certified chef Gordon Ramsay, amid what is the cook's first restaurant in Shanghai.

Annual membership fees for the Residence start at \$21,000. In a nod to the population that Harrods looks to serve, those interested in applying to join the group can do so via Chinese instant messaging, social media and mobile payment app **WeChat**.

Earlier this season, U.S. retailer Saks partnered with Marriott International, embedding a series of member-exclusive retail pop-ups across the company's nationwide hotel properties ([see story](#)).

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