

RETAIL

Harry Winston expands retail salon network in China

February 27, 2024



The mall features the brand's signature gated entryway, with gold rosette embellishments to boot. Image credit: Harry Winston

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Harry Winston is welcoming a new storefront to the fold.

Located inside the Hangzhou Tower Mall in the Chinese province of Zhejiang, the fresh salon features the brand's selection of ornamental accessories. Opened this month, the spot is surrounded by fellow luxury tenants, including Gucci, Dolce & Gabbana, Loewe, Louis Vuitton and Cartier, as the city is poised to grow into an affluent hotspot in the coming years.

"Revered for its rich cultural and historic heritage, Hangzhou, now the capital city of Zhejiang Province, is one of the vital cultural and economic centers of China, with an incredibly vibrant spirit," said Nayla Hayek, CEO of **Harry Winston**, in a statement.

"The opening of Harry Winston's new salon, marks its eighth location in mainland China, and brings the House's timeless legacy to a city with over two thousand years of history."

Super-luxe shopping

Situated on the first floor of the shopping center, the retail spot welcomes guests through a crme travertine stone facade.

Once inside, visitors are treated to a full-service retailer, spanning fine jewelry, timepieces, bridal collections and high jewelry. A private consultation room is also on the premises, allowing for a discreet, personalized purchasing experience in line with Harry Winston's upscale shopping philosophy.

The House of **#HarryWinston** opened its newest retail salon in Hangzhou, China. Located in the prestigious Hangzhou Tower, this new salon marks the House's eighth location in mainland China. Explore more details: <https://t.co/GFfXS5vIr1> pic.twitter.com/zzNYAsNe2u

harrywinston (@HarryWinston) February 27, 2024

Warmth and serenity are key focuses of the space, defined by a taupe and grey color palette. Custom-designed lacquers, antique furniture, high-end silks and bespoke chandeliers are arranged throughout the salon.

Located on No. 20 Wulin Square in Hangzhou, China, the boutique operates from 9:00 a.m. to 9:30 p.m. Sunday through Thursday, with it remaining open until 10:00 p.m. on Fridays and Saturdays.

The opening follows findings that the Chinese city is set to nearly double its centi-millionaire population in the next decade, the highest projected increase in the world ([see story](#)).

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