



Our Objectives

- To fill our store with the very finest brands in the world
- From these we select the most exquisite product
- Place it in the most luxurious fixtures
- Provide the very best service

Views on Luxury

- Market needs to address access vs allure
- Service continues to be key

Creativity

- Buyers edit
- Product Adjacencies
- Pushing boundaries of quality not price

CRM

- 76% of all sales on CRM
- Detailed customer insights
- Increase basket size
- Increase frequency of visit

Service

- Deliver heroic service
- Product knowledge
- Trusted advisors







Views on Luxury

- Environment is key
- Create real authority
- Do so with a constant identity
- Constantly invest ahead of the curve





CARRÉ BASSET

BY KILIAN
HARROD'S LONDRES
20 MAI 2014



GRAFF

GRAFF

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GRAFF

Views on Luxury

- Product is key differentiator
 - Exclusivity
 - Exotic
- Some brands have rested on their laurels
- Need innovation

Food a Natural Association with Brands

- Dior Café
- Prada Marchesi



Dior



MARCHESE

PASTICCERIA

*Casa
fornicata
nel 1824*



Harrods takes food seriously

- Started as a Tea Shop in 1849
- Still supplies from our own Tea Gardens



Small white label with text, likely identifying the herbs in the bowl above.

Small white label with text, likely identifying the fish to its right.

Small white label with text, likely identifying the fish to its right.

Small white label with text, likely identifying the shellfish to its right.

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PETIT
BISTRO

DEMOISELLE

Harrods

ETIT
STRO

WOMAN
STREET
CUSTOMERS ARE





Harrods Synonymous with Food

- We have 27 restaurants
- Caviar bar
- Steak
- World famous Chef's
- Bentley's
- Galvin's



The Tea Room



ICE CREAM PARLOUR







Pizzeria

- Employ 140 chefs
- 17 sous chefs
- Serve 1.5M covers every year

Greatest Chef's from Italy

- Carlo Cracco, Ristorante Cracco
- Enrice & Roberto Cerea, Da Vittorio
- Giorgio Pinchiorri & Annie Feolde, Enoteca Pinchiorri
- Enrico Crippa, Piazza Duomo
- Gennaro Esposito, Torre del Saracino

13 Michelin Stars



Follows pop up of Thomas Keller



Harrods Tea Rooms Go East



Harrods Tea Rooms



JAPAN ISETAN MITSUKOSHI



Tokyo- Plantation Rooms

Conclusion

- It is tougher but luxury will continue to grow
- Focus of Product / Aura
- At Harrods remember 'Anything is Possible'