

# 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

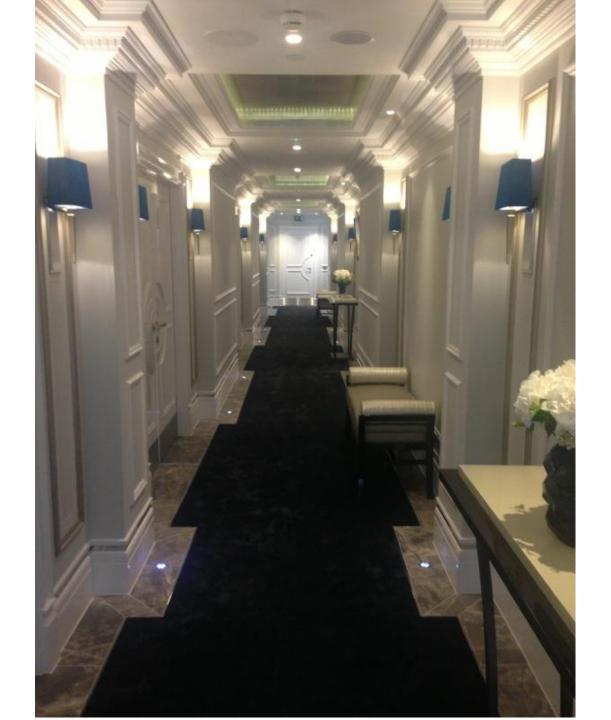
Increase frequency of visit

#### 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



## 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







# Harrods takes food seriously

Started as a Tea Shop in 1849

Still supplies from our own Tea Gardens









# Harrods Synonymous with Food

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











• 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'