

# Harrods Ltd in Luxury Goods (United Kingdom)

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## Abstracts

Harrods will continue to increase its portfolio of brands within its single outlet in London. The company's store will seek to retain its appeal to tourists; however, emphasis will also be placed on establishing a more fashionable and youthful appeal. The company is likely to focus on highlighting the work of new fashionable designers and will implement pop-up shops and restaurants so as to offer products from niche and emerging designers, as well as creating excitement through limited time...

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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