



FASHION

CUSTOMER BREAKDOWN 2019

At the heart of Harrods will always be fashion. Shoppers from all over the world are attracted to the offering of current design from timeless fashion houses. With the recent opening of Mens Superbrands, Harrods continues to build an even more incredible experience that extends beyond the four walls of Harrods into the magazine and various digital platforms.

OVERVIEW

- 2018 saw the Men's offering expand to 3,000 square metres
- The average annual spend of the Fashion customer also increased by 5%
- 63% of Harrods customers shop in Fashion

CUSTOMER PROFILE

- 82% of the department base are female
- 95% of womenswear trade and 87% of menswear trade is generated by loyal Rewards customers
- 35% are UK residents
- Customers who shop in beauty spend an average of £6,513 in Harrods annually

FASHION CUSTOMER READERSHIP HARRODS MAGAZINE*

- More than half of Harrods Magazine readers also read Vogue
- 4 in 5 say two or more people read their copy
- 77% have purchased something that was advertised in the magazine
- 9 in 10 have visited the store having read about a product or event
- 67% have purchased something that was featured editorially in the magazine
- One third follow Harrods on Instagram
- 1 in 3 readers have downloaded the Harrods app

Source: Harrods Customer Insight 2018-2019, *Harrods Magazine (print) Reader Survey 2019

HARRODS
PARTNERSHIPS

