



FINE WATCHES AND JEWELLERY

CUSTOMER OVERVIEW

- 96% of Fine Jewellery trade is generated by Harrods Rewards customers
- The average Harrods Fine Watches customer spends £29,000+ in-store each year
- 74% of Luxury Jewellery customers are female
- 44% of all Fine Jewellery trade is generated by tax-free custom
- 43% of all Fine Watches trade is generated by tax-free custom.

Source: Harrods Customer data; Harrods Rewards and tax-free-customer insights 2016/17

FINE JEWELLERY & WATCHES CUSTOMER READERSHIP | HARRODS MAGAZINE

- 71% of readers have purchased an item that was advertised in the magazine
- 82% visit Harrods in Knightsbridge more than four times a year
- 90% have visited the store after reading about a product or event
- 94% of *Harrods Magazine* readers read their copy within a week
- 68% have visited harrods.com as a result of reading the print magazine, and 25% made an online purchase.

Source: Harrods Magazine data; 2017 Harrods Magazine readership survey with 1,605 respondents