



Harrods

LUXURY PROPERTY SHOWCASE - 2020

HARRODS ESTATES
ASSET MANAGEMENT



THE MEDIAVANTAGE
GLOBAL MEDIA SOLUTIONS



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THE LEGACY

Harrods is the world's pre-eminent luxury department store, located in the heart of Knightsbridge since its move there in 1849. With over 1.4 million visitors from more than 120 countries Harrods records in excess of £800m of annual revenue and over 12,000 employees.

There are in excess of 330 departments and over 30 restaurants across over its 20,000 sq. metre site across multiple floors. Harrods is renowned for its unrivalled range of luxury products as well as its unparalleled service offered throughout the customer experience.

Harrods' commitment to this form has resulted in what is arguably today the world's most sought after audience and high net worth individuals. There are currently over 350,000 Harrods rewards members.

Started 100 years ago - Harrods Estates has a history as bright as the store itself. Harrods Estates specialize in prime residential properties in London and around the globe. Boasting one of the most exclusive data base in the world, Harrods Estates will be in charge of giving you unparalled access to some of the worlds most affluent clients.

Established
in 1849

330+
Departments

1.4 Million
Spenders
Annually

AED 4bn
Annual
Revenue

Over 12,000
Employees

350,000+
Rewards
Members



MIDDLE EAST LUXURY PROPERTY SHOWCASE

- A 1,600 sq. ft. dedicated experiential zone within the 5th floor for Harrods customers to see the best in Middle East real estate. There will only be 1 developer showcasing their offering per month.
- A plug-n-play fitted and furnished surrounding. Just bring your model and start marketing to some of the most sought after audience globally.
- Tie-up with Harrods Estates and allow them to sell on your behalf to over 10,000 Harrods Estates affluent property investors.

THE SPACE

DEDICATED 1,600 SQ. FOOT SPACE WITHIN HARRODS ON THE 5TH FLOOR



THE SPACE

DEDICATED 1,600 SQ. FOOT SPACE WITHIN HARRODS ON THE 5TH FLOOR



BASIL ST ESCALATOR, DOOR 3

Lower Ground Floor - 1 Screen
Ground Floor - 1 Screen
Second Floor - 2 Screens
Fourth Floor - 2 Screens



HANS ROAD ESCALATOR, DOOR 10

Lower Ground Floor - 1 Screen
Ground Floor - 2 Screens
Third Floor - 1 Screen
Fifth Floor - 1 Screen



EXTERIOR SCREENS

Hans Crescent - 4 Screens



CENTRAL ESCALATOR SCREEN

All Floors - 28 Screens



EXHIBITION WINDOWS & POP-UP



LET'S DISCUSS



Tel: +971 4 425 3300 | Email: info@themediavantage.com | Website: www.themediavantage.com
Location: Office 2003 | JBC 3 | Cluster Y | Jumeirah Lakes Towers | P.O. Box 358639 | Dubai UAE