

Harvey Nichols uses digital to engage their customers in new and exciting ways

Project Delivery dates

13/03/2016 – 03/07/2017

Project summary

Esprit Digital were selected to provide a set of beautifully designed digital solutions to be installed throughout the Harvey Nichols Flagship store in Doha. Set over three floors the store offers 80,000sq ft of retail space selling luxury men’s, women’s and children’s fashion as well as beauty and lifestyle products. We designed, built and installed the following iterations:

- 6-off 5.5sqm 2.4mm Pitch LED Arch Windows
- 2-off 5.2sqm 4.5mm Pitch LED Circle Column Wraps
- 1-off 4sqm 7.81mm Pitch Interactive LED Floor
- 3-off 98” Interactive Mirror
- 5-off 21.5” Touch Directory Totems
- 4-off 85” Atrium Displays
- 3-off 98” Atrium Displays
- 1-off 3 x 3 55” Video Wall
- 1-off 4 x 3 55” Video Wall
- 2-off Interactive Whale Tables

This is the first time a flagship store in ME region has installed digital in such a comprehensive way. Each solution was designed and built to compliment the store’s extremely high-end finish. All solutions were designed and built in the UK prior to being installed onsite in Doha.

Technical Innovation

The LED Arch Windows & LED Column Wraps were designed and built to retrofit into the already designed arches/columns inside/outside the store. The LED solutions provide Harvey Nichols with a totally seamless solution that maximises their digital space to improve the customer journey within the store.

Installation

Installation took place in conjunction with our partners Audio Visual Technology, Qatar. This was a testing installation as this took place alongside and in conjunction with the fit out of the huge 80,000sq ft store.



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Technical Success

Since going live there have been no faults reported on site for any of the solution. Due to the staggered rollout/finish of the store, some of the solutions have already been installed for 1+ years.

Client Requirements

The brief for this project was to create a new, exciting and modern way to attract people into the store and then engage with them in a fully immersive way once inside. Not only do the solutions that Esprit have provided integrate perfectly into the store's look and feel, but it also respects and compliments the Doha Festival City shopping mall.



Find out how we can support your business

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