

## London's Harrods to develop 'techno-beauty' sales area

Luxury London retailer Harrods is to develop a special area within its Apothecary section devoted to the latest 'techno-beauty' gadgets.

Speaking at a Cosmetic Executive Women UK breakfast last week, Annalise Quest, Harrod's general merchandise manager beauty, told attendees that the store was looking to develop the area so that consumers would be able to touch, learn and play with the products.

Quest said that the category had a lot of potential and that the store would be

introducing three new 'techno beauty' exclusives over the coming months: HoneyBelle, a bodybuffer; Baby Quasar, a light-therapy device that stimulates collagen production and diminishes the appearance of fine lines; and Sqoom, a new anti-ageing device from Germany.

At the event, Dr Trish Smith, chief executive of Slendertone and Dr Robb Akridge, vp of clinical research at Pacific Bioscience Laboratories discussed the importance of consumer education in order for the category to grow.

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