

Flagship Loewe Galerie at Harrods relaunches with stylish new look

London/Kronach. – Loewe celebrated its renewed presence within leading luxury department store Harrods following a complete makeover of the Sound & Vision department. As Loewe's flagship retail space within the UK, the Loewe concession in Harrods epitomises the brand's stylish and minimalistic approach to home entertainment solutions. It also signals the company's move to dedicated retail spaces under its Galerie retail strategy – for the ultimate shopping experience.

All in white, the clearly laid-out display within the Loewe Galerie at Harrods provides an impressive overview of the Loewe range, which is presented consistently and in keeping with the premium brand. In combination with a dedicated sales team, the Loewe Galerie at Harrods will continue to offer the first class quality service that the brand is renowned for and Harrods has become synonymous with.

With its refreshed image the Loewe Galerie at Harrods will continue to provide customers with the very best in customised audio and visual solutions across a number of product ranges. At the heart of the Loewe portfolio available at Harrods is the Loewe Individual range.

The highlight of this range of LCD TVs is the Loewe Individual Compose, offering integrated reception of high-definition TV programmes. The integrated hard disk recorder can also record HDTV programmes. In combination with audio systems that perfectly complement the TV sets in both design and technology, customers can configure a state-of-the-art, flexible and customised home cinema system.

The theme of 'connectivity' is central to the Loewe Connect product line. This TV family makes it simple to link a variety of multimedia applications in your home, with everything being controlled using the TV's infrared remote control.

The re-launch of the Loewe Galerie at Harrods is the kick-off event for the roll out of Loewe Galleries in the United Kingdom. "We are confident that our new Galleries with our attractive and individualised home cinema solutions will give us a lasting advantage in the UK, a significant growth market for us," says Frieder C. Löhner, Chief Executive Officer of Loewe AG.

Loewe Galleries can be found in many major international cities including Copenhagen, London, Paris, Vienna and Milan.