

WATCHES AND JEWELRY

Multisensory VR experience from Vacheron Constantin lands at Harrods

June 11, 2024



Guests can virtually explore surreal spaces and hidden corners of Harrods thanks to advanced technology. Image credit: Xydropbe

By LUXURY DAILY NEWS SERVICE

In Knightsbridge, British department store **Harrods** is readying to introduce shoppers to its first-ever multisensory virtual reality (VR) experience.

Presented by entertainment platform Xydropbe, the fifth-floor touchpoint brings to life Swiss watchmaker Vacheron Constantin's luxury timepieces. Opening June 19, guests can expect a 10-minute immersive dive into the brand's universe and, in honor of its 175-year anniversary, Harrods.

Virtual avenues

This is the first 20-person VR cinema from Xydropbe, which now has an exclusive partnership with Harrods through this summer.

Through 4D technology, storytelling includes sight, smell, feel and sound. Elements such as temperature and wind are additionally incorporated.

Participants are the protagonists in virtual adventures, exploring Vacheron Constantin's craft, surreal spaces and hidden corners of the department store.

Xydropbe Presents Harrods X Vacheron Constantin

On top of the 10-minute experience, complimentary tickets include entry to the Harrods x Vacheron Constantin exhibition and a guided tour of special timepieces.

Bookings can be made at <https://xydropbe.com/products/harrods-x-vacheronconstantin>. All guests must be at least 16 years old.

To mark the launch of the activation, Vacheron Constantin is out with a haute horlogerie novelty creation made just for Harrods. A free limited-edition poster zine is also available on the Fifth Floor and in select London locations.

Each month, the Xydropbe experience is switching up, allowing other brands to share their own narratives through Xydropbe's VR.

Harrods is not the only party here celebrating an anniversary ([see story](#)). Vacheron Constantin rings in 270 years in 2025.

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