

<https://www.youtube.com/watch?v=rVw9hnEQhGg>

Harrod's history.

Telegraphic address- Harrod's -everything -London  
The most exciting and beautiful store in the whole  
of Britain and one of the most famous in the world.



Harrod's is not only the world's most famous department store but also the most  
(1)\_\_\_\_\_. Harrod's offers the most comprehensive shopping  
experience to be found anywhere on the planet and when our customers from the four corners of the  
globe visit Harrod's, they enter (2)\_\_\_\_\_, a world where every experience is  
truly unique.

In 1849 Charles Henry Harrod opened (3)\_\_\_\_\_ employing two  
assistants. The business built up (4)\_\_\_\_\_ for excellence that it  
expanded rapidly. By the 1950s, it had become society's favorite store and the most famous in the  
world renowned for its tradition of courtesy and service and providing a huge range of the best  
merchandise from all over the world. In 1984 Harrod's (5)\_\_\_\_\_ by Mr. Mohamed  
Al-Fayed. During his ownership, he's invested more than 400 million pounds and has been  
responsible for Harrod's continued (6)\_\_\_\_\_ and phenomenal worldwide reputation.  
Mr. Al-Fayed's aim has always been to restore the fabric of the business to its glorious best and to  
provide its customers with (7)\_\_\_\_\_.

Harrod's is now a seven-storey wonderland with over 330 departments and over 1.2 million square  
feet of selling space that house the world's most luxurious brands and employs around 5,000 people.  
Mohamed Al-Fayed has created a theater of retail for his staff and customers alike with  
(8)\_\_\_\_\_, public appearances, parties and, of course, the biannual sale. We  
offer our customers a modern luxurious store with strong identity which meets the needs of  
(9)\_\_\_\_\_.

We want to make every shopping experience exceed our customers' expectations. When people  
make their first visit to Harrod's they make them out of curiosity but they come back because  
Harrod's gives good value, service and, most of all, a truly memorable shopping experience. No  
matter whether you are an employee, a customer visiting for the first or one hundredth time or if  
you are honouring us by being the guest at a party or event in the store... we can guarantee that  
(10)\_\_\_\_\_ time at Harrod's.