

OXFAM X BAY GARNETT AT SELFRIDGES



The Oxfam x Bay Garnett pop-up in the Atrium at Selfridges Oxford Street

7th September 2020

An Oxfam charity shop set against the backdrop of a luxury department store, conceived and curated by stylist, editor, author and Queen of Thrift Bay Garnett, will open within Selfridges' London Designer Galleries as part of the retailer's Project Earth campaign, and Oxfam's annual #SecondHandSeptember initiative.

The 4 week pop-up charity shop will be located in the store's central Atrium space on 2, alongside the world's most recognisable designer edits and brand boutiques. The regularly updated selection will feature era-spanning fashion pieces and accessories discovered by Bay.

Unique and one-off highlights will include Ossie Clarke dresses, original leather flying jackets, 90s sportswear and some rocking party clothes to dance the night away in – to be discovered within Selfridges luxury fashion environment, all to buy at charity shop prices. Oxfam and Bay are also collaborating with graphic artist Fergus Purcell to create a first of its kind collection for the project. The Oxfam Donations Centre team have chosen a selection of pre-owned tees on which to print a bespoke Fergadelic graphic - no two tees will be exactly the same, and new life will be given to the simplest second-hand product.

There will also be an Oxfam x Bay edit to buy on Selfridges.com, as well as digital and IRL styling sessions by appointment. All proceeds go direct to Oxfam, supporting its global work to combat poverty.



Bay Garnett in the Oxfam x Bay Garnett pop-up at Selfridges Oxford Street



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