

SELFRIDGES LAUNCHES SUSTAINABLE HOMEWARE STORE FOR PROJECT EARTH



[27 August 2020] Selfridges launches a dedicated Solutions Store as part of Project Earth, featuring a re-fill station, a vintage homeware pop-up, and over 500 new homeware brands helping to reduce waste, recycle, and reinvent.

As part of Project Earth, Selfridges has launched The Solutions Store - a dedicated sustainable store with over 300 products. Customers will discover an exclusive refill station with eco-clothing detergents and mists from The Lab Co as well as new and exclusive products all cleverly designed to provide sustainable solutions for the kitchen, bathroom and everyday tasks.

Reducing Waste:

The exclusive Lab Co. refill station will allow customers to buy and refill their Lab Co bottles with their choice of the brand's clothing care products. The Lab Co. use all-natural plant derived and biodegradable ingredients that care for clothing, ensuring they last for as long as possible whilst reducing waste in single-use items and packaging. The range also includes clothing mists designed to refresh clothes in between washes. (Refills from £5).

Sustainable solutions for cleaning:

With environmental issues posed by many household products such as plastic waste and toxic chemicals entering the water system, NEAT has found a solution by creating a long-lasting spray bottle made from aluminium. Simply add a little of their natural concentrated formulas and top up with water to create an effective and eco-friendly cleaning product.

Re-useable food bags and tea bags:

Made with all organic cotton, The Organic Company's range provides an easy solution to the plastic waste created by clingfilm and other single-use every-day items. The collection includes tea towels, cotton bags for food storage and re-usable cotton tea bags, a sustainable alternative to commercial tea bags made from single use plastic. Once used, empty, wash (or rinse), and re-use.

For further information and images please contact:

Mackenzie Loos
Lifestyle & Experience PR Assistant
T +44 (0) 7514978745
Mackenzie.Loos@selfridges.co.uk

Press Office: press.office@selfridges.co.uk / 0203 092 0557

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Eco-friendly water filters

Phox Water's design includes a water filter that is refilled with carbon granules that gradually dissolve with use. When the filter is empty, customers can simply buy a new packet of granules (presented in a bio-degradable paper sachet) to top up their filter.

Coffee cups made from coffee waste:

HuskeeCup's reusable cup and lid are made from used coffee husks which would otherwise be thrown away. The cup is BPA-free and dishwasher safe and the design will keep hot drinks hotter for longer and won't scold hands.

ENDS

Notes to Editors

About Project Earth:

August 17th, Selfridges launches a transformational new sustainability initiative, Project Earth - its commitment to change the way we shop by 2025.

The initiative builds on the industry leading steps Selfridges has taken over the last 10 years to place sustainability at the heart of the business. Selfridges aims to help customers change the way they shop in three ways: by addressing the materials used in products, launching and exploring new retail models such as repair and resell, and engaging with teams, partners and customers to inspire a shift in mindsets. Working closely with over 300 brand partners and with support from the Woodland Trust and WWF, Project Earth will kickstart with eight weeks of experiments, innovations and conversations, across all stores and online, dedicated to reinventing retail.

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