

SELFRIDGES OPENS IN TIME FOR A MAGICAL INSTORE EXPERIENCE

Selfridges launches a Christmas Market in London as it reopens its stores



[Wednesday, 2nd December 2020] - Today, Selfridges has reopened its four UK stores in London, Birmingham and Manchester, warmly welcoming back customers seeking festive fun for a magical instore Christmas experience.

Four weeks after Selfridges launched its beautiful Christmas windows, the stores are fully decked out with dazzling Christmas gifts and festive displays as customers come back through the doors. From now until Christmas the stores will be filled with new product launches and collaborations, alongside magical experiences and events for customers to enjoy, including DJs, Selfridges elves and Santa himself. Today also marks the opening of the London store's first ever outdoor Christmas Market - a unique open-air destination that aims to deliver a foodie paradise in partnership with Street Feast.

More than ever, this year, and with only three weeks to go, Selfridges has set out to give all visitors an inspiring and magical in-store experience that blends extraordinary solutions to help customers get ready for Christmas and extraordinary in-store entertainment (full details in the editor's notes).

For further information and images please contact:

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SELFRIDGES & CO

Christmas at Selfridges Overview

Visitors to Selfridges stores this season will get 'Christmas wrapped up' hassle-free, thanks to thousands of inspirational gifts across all departments along with several smart, timesaving services to speed shopping along including its renowned Elfridges gift advice service and a full calendar of Christmas events in store and online at Selfridges.com.

Of note, Selfridges London will be launching its first ever Christmas market, the 'Christmas Market on the Mews', an extraordinary outdoor Christmas Market showcasing London's best street food traders with a line up curated in partnership with food market pioneer and founder of Street Feast, Dominic Cools-Lartigue.

More extraordinary entertainment is on offer in-store throughout the festive season until 24th December. A new-look Santa supported by his Elves and, new this year, they are joined by the Jester, all dressed exclusively by celebrated British brand 16Arlington. Santa and his troupe will entertain customers and their families with breakfast parties for the kids and soirees for the adults, with several instore opportunities on offer to meet the man in red and his top team.

In another first, Selfridges London will launch its first ever gaming destination, bringing another new and extraordinary experience to its customers this Christmas. Exclusive to the store, Playhouse by Smartech in the Corner Shop will stream digital gaming into a high concept destination that will enthral players of all ages. The newness doesn't stop there, Selfridges London will launch Fendi Café, an Insta-friendly coffee and cocktail destination; Prada Holiday, for exclusive gifting ideas; and Hive, Selfridges' new permanent restaurant, a concept designed as an ode to honey.

Meave Wall, Stores Director of Selfridges, said of the reopening:

"We have been so pleased to see how customers have embraced gift shopping online with us however we are delighted to welcome our customers back to store for the Christmas rush. There is nothing quite like the festive fun and excitement of a visit to Selfridges, and we have pulled out all the stops to ensure everyone who comes through our doors will find what they are looking for and more, whilst being thoroughly entertained in the process."

ENDS

Notes to Editors

IN STORE EVENTS & ENTERTAINMENT

HOW TO MEET SANTA (find him dressed by London brand, 16Arlington):

Throughout December customers can meet Father Christmas in store through various bookable events and experiences including Breakfast with Santa, Storytime with Santa and Santa's Elf School. Online, Santa is available via Dial-A-Santa appointments for children to meet him one-to-one.

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MUSICAL & CINEMA ENTERTAINMENT:

The store will come to life with festive performances as customers can discover pop up solo performers including Buskers from Busk In London, Solo Performers in the Christmas Shop on 4, Musical acts by East Creative, our festive pianist on the 4th Floor along with our Holiday DJs in the Central Atrium.

CHRISTMAS MOVIE-THON: At the Selfridges Cinema

Dates: 2-24 December

IN-STORE LAUNCHES ALIGNED WITH THE REOPENING

CHRISTMAS MARKET:

Selfridges first ever Christmas Market on The Mews brings together some of London's best street food traders, festive stallholders for Christmas trees, gifts and decorations, and family entertainment.

PLAYHOUSE IN THE CORNER SHOP:

The PlayHouse by Smartech at the Selfridges Corner Shop will be a gaming destination like no other to experience and purchase the world's most ground-breaking gaming consoles and technology.

FENDI CAFFE:

Fendi menu and experience at the Fount Bar

PRADA HOLIDAY:

Exclusive gifting destination, including personalised gift wrap to go from Craig & Karl

ROYAL MAIL AT SELFRIDGES:

An immersive in-store experience, which will feature a bespoke postal and Letters to Santa service, as well as experience gifting and fashion product, inspired by the Royal Mail (official launch Tuesday 8th December).

SELFRIDGES.COM SERVICES, EVENTS & ENTERTAINMENT

ONE-TO-ONE SHOPPING ADVICE and SERVICES:

MAKE CHRISTMAS SHOPPING EASY - With gifting gurus, the Elfridges
– Cross category product experts for gifting advice and inspiration

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SHOP HAMPERS, FOOD & DRINK - With the Hampers & Food Concierge

- Bespoke & curated hampers

PERSONAL SHOPPING EXPERIENCE - With a dedicated personal shopper

- In store or from home via video appointments with the Selfridges Personal Shopping team

EXPERT BEAUTY ADVICE - With our Beauty Concierge

- Team of Selfridges MAUs with expertise across Selfridges entire beauty offer (In store or from home via video appointments)

WARDROBE RENTAL – With the experts at HURR Collective

- In store or from home via video appointment to select fashion & accessories pieces with the team at HURR, our exclusive rental partner

REPAIR ITEMS - With our Repairs Concierge

SHOP EXCLUSIVE STORE BOUTIQUES:

From home via video appointments with boutique partners e.g.:

- Fashion & Accessories – Dior, Louis Vuitton
- Beauty - Dior Beauty, Sisley, MAC, Estee Lauder, Charlotte Tilbury, Suqqu

DIGITAL EVENTS

Selfridges and Sink The Pink present: THE QUEEN'S HEAD PUB QUIZ

Dates: Thursdays 3–17 December

Times: 8–9pm

ONCE UPON A CHRISTMAS: BEAUTY FESTIVAL

Dates: 3–5 December & 9–11 December

CRAFTY CUT-OUT CARDS WITH SANTA AND POPPY CHANCELLOR

Dates: Saturday 5 December

Times: 2–3pm

WRAP IT UP EARTH-CONSCIOUSLY WITH SANTA AND ZEENA SHAH

Dates: Saturday 12 December

Times: 2–3pm

MAGICAL TABLE DECORATION WITH SANTA AND FIONA LEAHY

Date: Saturday 19 December

Time: 2–3pm

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