



## **SELFRIDGES LAUNCHES OPEN AIR CHRISTMAS MARKET**

**Selfridges has reopened its doors, extending its food and festive offer into Edwards Mews**



**[3<sup>rd</sup> December]** Selfridges is bringing the magic of Christmas to life on its doorstep with the launch of an extraordinary outdoor Christmas Market. Selfridges first ever Christmas Market, which is now open, includes a foodie feast **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.**

Families, the local community and seekers of festive fun are invited to visit the Christmas Market on the Mews to discover London’s best street food traders, brought together by Dominic Cools-Lartigue including some of the city’s most exciting chefs such as Andrew Clarke and Daniel Watkins. A total of nine food trucks and stalls line Edward Mews offering seasonal food and drink, from mulled wine and buttered rum to Venezuelan cuisine, North Indian street food and Christmas market staple bratwurst hot dogs.

Ensuring a seasonal atmosphere, family-friendly helter-skelter and carousel fairground rides are set to keep visitors entertained. A host of stalls will help customers to get ready for the

holiday season with real Christmas trees, wreaths, decorations and hand-picked gifts and toys to help spread the festive cheer.

Selfridges Store Director, Meave Wall, comments, "We're very excited to welcome customers back into our London store with the addition of our brilliant new Christmas Market, a destination for visitors to become immersed in the joy of Christmas. With the help of Dominic, we've brought together some of the best food traders in London, alongside fairground rides and stalls with gifts from independent British brands for those wishing to do some Christmas shopping. The open-air environment not only means everyone can wrap up and enjoy warming hot chocolates and the festive lights, but it's a convenient way for Londoners and any visitors to the capital to enjoy the festivities and create magical new memories."

Dominic Cools-Lartigue comments: "Just as the lockdown comes to an end the Selfridges Christmas Market is a wonderful opportunity for families to come together, have some fun, and enjoy some of London's best street food."

#### FOOD:

- **Tramshed Project** - Chef Andrew Clarke (Brunswick House, St Leonards, Tram Shed Project) and Chef Daniel Watkins (St Leonards) will be serving an exclusive range of indulgent burgers and BBQ marinated meat.
- **Fundi Pizza** – Brothers Charlie and Rory Nelson built their own wood-fired pizza oven from scratch and have been making Neapolitan style pizzas since 2012.
- **Cheese Wheel** - Fresh pasta made in a giant 40kg wheel of grana Padano
- **Pop Dogs** - British brand Pop Dogs specialise in plant based hot dogs
- **Pabellon** – British-based Venezuelan brand Pabellon will be doing a range of traditional dishes including Arepa filled corn bread with a selection of slow cooked meats. Vegetarian, vegan and GF options also available
- **Gully** - Founded by father and son - Sudhir and Avi, Gully will be serving up delicious North Indian street food from a truck with built-in gaming
- **Only Jerkin** - Only jerkin use traditional family recipes for their fried chicken which is triple dipped in seasoned flour and their signature batters and fried until it's super crunchy! A selection of homemade sauces also available including famous jerk gravy.
- **Choco Fruit** – A selection of fruit drizzled in chocolate and covered in your choice of toppings

- **Drinks Cart** – The roaming drinks cart will be serving up Mulled wine, hot buttered rums, warm apple ciders, and other winter warming brews
- **Bar** – Fully stocked bar curated by Field Vision.
- **Ask Mummy Daddy** – Traditional and vegan pick and mix sweets.
- **Sicilian Goods** - Traditional Italian Christmas sweet treats served with indulgent sauces and extra toppings.
- **Selfridges Selection** - Confectionery and festive foods from Selfridges' own label food range and a selection of brands from the Foodhall. Panettones, Christmas pudding, gingerbread, lebkuchen and stollen

#### GIFTS:

- **Moyes Stevens** – Christmas trees in a range of size all with bio-degradable netting. Home delivery option available
- **Your London Florist** – Christmas wreaths and centre pieces
- **Winter accessories** - from the likes of Acne Studios, Patagonia and Ganni
- **Christmas Toys** - Traditional and interactive toys from brands such as FAO Schwarz, Rubiks Cube and Marvins Magic
- **Christmas decorations and home fragrances** – hand-picked by the Selfridges team

The Christmas Market on the Mews is open daily throughout December: 4 – 9pm on weekdays and 12 – 9pm at weekends. The health and wellbeing of customers and teams remains Selfridges' priority; the Christmas Market on the Mews will comply with the latest government guidance.

-ENDS-

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#### NOTES TO EDITORS:

## Health and safety

Health and safety measures have been put in place to ensure the safety of both Selfridges teams and customers. These include:

- A limit to 96 customers per time in the market
- A one-way system with arrows and hosts to direct customers through the market
- Contactless payments taken at a designated pay point
- Food stalls will feature Perspex screens and team members will wear PPE
- Hand sanitiser stations have been installed in several locations throughout the market

## Dominic Cools-Lartigue

Dominic Cools-Lartigue spent 15 years in the music industry, putting on events all over the world, from Miami to Ibiza. In 2012 he launched Street Feast, London's Pioneering night market, that would go on to help revolutionise how we eat and drink in the city. In 2015, just three years after creating Street Feast, and with over 20,000 people a week attending Street Feast sites across London, Dominic sold Street Feast to London Union, which Dominic is a significant shareholder of alongside founder investors like Nigella Lawson, Jamie Oliver and Heston Blumenthal. Since the Covid-19 pandemic Dominic has launched a meals initiative called A Plate For London, which has fed 21,000 vulnerable people in London. He has also opened The Tramshed Project, a new 12,000 sq. ft co-working, dining and wellbeing space in the heart of Shoreditch.