

GOOD NATURE

PLEASURE FOR OUR OWN GOOD: A THEME FOR 2021 AT SELFRIDGES

Selfridges is more than a shop – it is a place for communities to come together, where everyone is welcome. This year, Selfridges will be inspired by nature; making the world brighter through the creative exploration of pleasure.

Good Nature is a celebration of pleasure in nature, conceived with optimism for a future of restoration and growth, offering visitors physical and digital experiences responding to the natural world.



Min Hyun-Woo

Selfridges imaginative approach to retail innovation is underpinned by its transformational five-year sustainability plan, **Project Earth**. In 2021 we continue to *change the way we shop*, showing our appreciation of nature as we work towards **Project Earth** targets for materials, models and mindsets.

A boom in outdoor appreciation shaped the collective experience of 2020 and so for

2021, Selfridges considers the intersection of nature and culture, through product, destinations and experiences, to be enjoyed within our stores and outside of them. From greenhouses to garden gnomes, green spaces in unexpected places, pre-loved outdoor kit to earth-friendly-only materials, a Selfridges-curated garden centre or picnic baskets for every (outdoor) occasion, all to look forward to.

Good Nature will present events throughout the year, making Selfridges a destination for escape and fun – pleasure for our own good. The theme itself will unfold and grow across 2021 and aims to be flexible and responsive in its development. In March, ahead of the reopening of Selfridges stores, the first of a multi-perspective podcast, **Good**

Nature: The Pleasure Series, led by contemporary “pleasure hunters” and intended to be enjoyed in nature, will be published.

When Selfridges doors reopen, our stores will welcome the outdoors in, by providing everything needed to enhance an outdoor lifestyle.



Suzuk Und Bratwurst



Charlotte Taylor x Joe Mortell

Find technical gear from specialists like cult Japanese label *Snow Peak*, to kids’ “seed bombs” and “den kits”; the best in all-natural food and beauty, fashion to wear in and anchored by nature. Our ongoing RESELLFRIDGES initiative will feature independent stores including *Beyond Retro*, *Duke’s Cupboard* and *Trading Desk*, each selling vintage and upcycled products from iconic outdoor brands (including the classic – and most-wanted – North Face “Nuptse” jacket in many rare and pre-loved variations).

Good Nature experiences will include a talks programme by **Intelligence Squared** to mark earth day, as well as unexpected recreational activities designed to make connections through nature and its diverse communities.

Selfridges’ distinct visual identity – including its world-famous windows – will be an ode to pleasure in nature, changing with the seasons. An exhibition by British artist *Jonathan Schofield* will take-over Orchard Street, W1. Digital art commissions by creatives including *Maison de Sable* and *Sucuk und Bratwurst* will bring nature to the digital space of Selfridges.com.



Bahati Simeons

“THIS YEAR, SELFRIDGES WILL BE A SPACE DEDICATED TO THE INCLUSIVE PURSUIT OF JOY AND PLEASURE; WE WILL CELEBRATE THE MAGIC OF THE GREAT OUTDOORS AND TRY TO CAPTURE JUST SOME OF THE RESTORATION IT PROVIDES.”

comments Selfridges Creative Director, Hannah Emslie.

This year, Selfridges looks to the healing power of nature and escapism. Come and join us!

www.Selfridges.com/goodnature