

SELFRIDGES LAUNCHES THE ULTIMATE GIFTING SERVICE: THE EXPERIENCE CONCIERGE



[7th April 2021] This week Selfridges launches a new gifting service offering unforgettable experiences across its London store; from floristry workshops to indulgent pampering sessions, children's parties with out-of-hours access to the Toy Department and private screenings at The Cinema at Selfridges.

As Selfridges prepares to reopen its stores and welcome customers back, it launches the Experience Concierge, offering customers a way to treat someone special (or themselves!) to Selfridges' most extraordinary experiences, with a selection of specially curated packages.

The destination, which launches on Selfridges.com this week and in Selfridges London store on Monday 12th April, offers 11 exclusive gift packages tailored to those seeking to make memories and reconnect as we emerge from a year like no other.

Through Selfridges' Experience Concierge, customers can give the gift of experience with an unrivalled choice of packages; from a year's blow dry subscription for the beauty lover, to skateboarding lessons in the Selfridges Skate Bowl followed by ice cream and an unforgettable family dining experience at the Brasserie of Light.

Rebecca Warburton, Director of Events & Customer Experiences, says: "Selfridges is more than a shop; we are a playground for experiences through our Cinema, Skate Bowl, restaurants, Beauty Hall, florists and toy department – to name but a few! We've brought together all of these extraordinary experiences as packages that can be given as gifts to make our customers' worlds brighter."

Gifts start from £60 available now at [Selfridges.com](https://www.selfridges.com).

- ENDS -

For further information and images please contact:

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NOTES TO EDITORS:

Health and Safety

For information on how Selfridges is looking after the health and wellbeing of teams and customers during this time, please visit the [FAQs page](#). See more information on how Selfridges is making shopping safe and seamless [here](#).

Experience Concierge packages

- **The afternoon (beau)tea experience**

Gift them an afternoon to remember with a one-to-one make-up bag makeover with Selfridges' Beauty Concierge experts, before enjoying a delicious cheese and honey pairing afternoon tea at Hive restaurant.

- **The Gentlemen Session**

Surprise them with a sophisticated day at Selfridges London. First, a traditional hot shave by the team at Acqua Di Parma Barbiere, followed-up by a red wine flight tasting and tapas board at Harry Gordon's Bar.

- **The Glow-Up**

Gift them an expert one-to-one make-up session, followed by a luxurious manicure at Nails Inc and blow-dry and style at Daniel Galvin.

- **The Skater Special**

Treat them to the coolest one-to-one skate lesson from our skateboarders in the Selfridges Skate Bowl, followed by treats at the KITH ice cream and cereal bar. Then, head to The Brasserie of Light for a seriously tasty family dinner.

- **The Moyses Stevens floristry workshop**

Discover the art of flower arranging with a brilliant floristry workshop with the experts at Moyses Stevens in-store at Selfridges London, or online via Zoom.

- **The Cinema at Selfridges membership**

A brilliant gift for any film buff. A year-long membership to The Cinema at Selfridges includes four complimentary tickets, exclusive access to preview screenings, invitations to insider-only members events – from cocktail masterclasses to inspiring industry talks – and much more.

- **The Ultimate Selfridges London experience**

Discover the very best of Selfridges London with a blow-dry and manicure at Daniel Galvin, and a delicious three-course meal at The Brasserie of Light.

- **Hershesons Blow Dry Bar subscription**

Blow them away with a year-long subscription to the Hershesons Blow Dry Bar at Selfridges London, where they can pop in for a 30 minute blow-dry free-of-charge every month for an entire year.

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- **The pull-out-all-the-stops celebration**

Treat them to a seriously unforgettable day with a personalised make-up session or traditional hot shave, a luxurious blow-dry and style and an amazing meal at The Brasserie of Light. Then, the cherry on top: a private viewing of a film of their choice in our glamorous VIP screening room at The Cinema at Selfridges.

- **Movie night at The Cinema at Selfridges**

The perfect gift for every film-lover: make their day by booking in a private screening night at The Cinema at Selfridges. Choose the film (from our huge list of available options: modern, classic, and everything in between), then settle in and enjoy with a bottle of Champagne, snacks and nibbles.

- **FAO Schwartz: Out of hours**

The toy shop is all yours! Enjoy a magical after-hours FAO Schwarz experience where you'll meet our giant piano-playing Music Maestros, experiment with our Mad Scientist, learn magic tricks with the FAO magicians, and receive a special gift from Selfridges.

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