

SELFRIDGES REOPENS ITS DOORS AND INVITES CUSTOMERS TO DISCOVER THE JOY OF EXPERIENCE

With new in store experiences, expertly curated products and exclusive collaborations, Selfridges knows what its customers have been missing



[12 April 2021] Today, Selfridges reopens its four stores in London, Manchester and Birmingham. Packed with energy and excitement, each store is set to share the most exciting, unique-to-Selfridges experiences and curated products with its customers

While its doors have been closed, Selfridges has been busy dreaming up new ways to invite its customers to reconnect with the pleasure of the unique shopping experience its stores offer. Selfridges is more than a shop - it's a place to socialise, be inspired and to discover joyful experiences as well as being a destination for thoughtful services and expertly curated products.

Today, Selfridges launches its partnership with SoulCycle to open its first Outside Studio in the UK on Edwards Mews, behind the Oxford Street store, offering fitness enthusiasts the chance to get outside, socialise and ride in a safe environment. Selfridges London will also see the launch of an exclusive Experience Concierge; a new gifting service offering specially curated experience packages; from floristry workshops to indulgent pampering sessions, out of hours children's parties in the Toy department and private screenings at The Cinema at Selfridges (set to reopen soon).

Rooftop restaurant alto by San Carlo at Selfridges London also reopens for walk-in dining today, with customers able to enjoy food, cocktails and coffee in the open-air Italian garden setting. In Selfridges Manchester and Birmingham, Cow Vintage launches with the best curated pre-loved fashion. Across all its stores, Selfridges will celebrate local DJ talent from London, Manchester and Birmingham with live sets instore throughout the day, along with the opportunity to make song requests via text while you shop.

As its stores reopen, and with a renewed sense of optimism for the year ahead, Selfridges looks to brighten the world with its positive ideas through its new creative theme: Good Nature. From exploring the healing powers of nature and escapism via a new podcast series, to finding new and earth-conscious ways to shop, through to outdoor spinning classes - Selfridges is looking on the bright side.

Andrew Keith, Selfridges' Managing Director, said of the reopening:

"We have been connecting with and listening to our customers and we understand what they have been missing - experiences and inspiration. Whether it's a new outfit to wear for that first dinner with friends this year, the shared experience of group exercise or simply coming into store to be inspired by Good Nature in person - people are daring to dream again. It's our job to make the world brighter through everything our stores and our digital channels have to offer."

TOP TEN THINGS TO DO & SEE AT SELFRIDGES THIS SPRING

1. Discover Good Nature

Just ahead of the reopening, Selfridges launched its theme for 2021: Good Nature.

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. Throughout the year, Selfridges will consider 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.

2. Pangaia at The Corner Shop

For the first time, cult earth-conscious label Pangaia will launch a physical space exclusively at the Corner Shop in Selfridges London, where the stories behind its future-facing tech can be explored. Meanwhile, the brand will be popping up for the first time outside of London in our Manchester and Birmingham stores.

3. SoulCycle Outdoors at Selfridges London

Partnering with the masters of mood-boosting spin classes, SoulCycle, Selfridges London will see the launch of a special outdoor studio, behind the store, on Edward Mews. Euphoric tracks will be available through headphones as motivation to get fit and get those feel-good endorphins flowing.

4. In store entertainment

All four Selfridges stores will celebrate DJs from London, Manchester and Birmingham, bringing joy to customers with a range of live in-store sets. In all of our stores, customers will also have a chance to submit song requests for a chance to have Selfridges DJs play their favourite tune.

5. Experience Concierge

A new Experience Concierge at Selfridges London allows customers to treat someone special (or themselves!) to Selfridges most extraordinary experiences, with specially curated packages. Bookable experience packages include everything from brilliant beauty packages to a night to remember with delicious dining and movies at one of Selfridges' in-store restaurants and at its own cinema, The Cinema at Selfridges (reopening soon).

6. Rooftop dining

The Italian rooftop restaurant at Selfridges London, alto by San Carlo, will reopen for walk-in dining. One of the best spots for al fresco dining in London, the restaurant will operate with an open top roof and sides so customers can dine under the sun or stars come rain or shine. Our Foodhalls and select restaurants are offering delicious take away options too.

7. Rent, resell and repair

Through Project Earth, Selfridges is offering new ways to shop that are not just more earth-conscious, they're a whole new way to explore, inspire and experiment. Whether renting an outfit for a special occasion, repairing well-loved accessories or finding a unique pre-loved fashion treasure to love forever, Selfridges has it all. New to Resellfridges is an edit of pre-loved and upcycled outdoors wear at Selfridges London, as well as launches from gurus of retro style, Cow Vintage, at Selfridges Birmingham and Trafford.

8. Exclusive Launches

From the launch of Will Smith's label BelAir Athletics and Christophe Kane's More Joy designs across all stores, to JW Anderson's new space celebrating earth-conscious craftsmanship and the exclusive Birkenstock x Central St Martins collaboration, both landing at Selfridges London – Selfridges is launching a whole host of exciting new collections curated with customers in mind. Reopening sees the launch of an exciting edit of new destinations across our stores in London Attico, Bottega Veneta, and Good American unveil brand new shop fits, while Givenchy opens a new space under the creative direction of Matthew Williams. In the accessories hall we will be launching the first in a series of projects with Untapped Creatives, a company bringing together young black owned businesses.

9. Hair & beauty appointments

From manicures to blow dries, hair colouring to complexion-boosting facials – much-missed hair and beauty services are back at Selfridges stores and ready to book. All appointments will be carried out in line with the latest government guidance, with extra health and wellbeing measures in place across all stores.

10. Styling experts

After months of loungewear, Selfridges' team of team of stylists and personal shoppers are available to inspire customers with personalised advice on all the latest collections, and even gift advice on what to treat loved ones to at long-awaited reunions.

ENDS

Notes to Editors

Health & Safety

Please note that in line with government guidelines, a maximum of four people from two households can visit Selfridges' stores or restaurants together. For information on how Selfridges is looking after the health and wellbeing of teams and customers during this time, please visit the [FAQs page](#).

Project Earth

Project Earth is Selfridges transformational sustainability initiative, aiming to change the way we shop and the way it does business 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, exploring circular retail models and experiences such as repair and resell, and engaging with teams, partners and customers to inspire a shift in mindsets. Underpinning Project Earth is a broader commitment to Science Based Targets and to achieve Net-zero carbon by 2050, in line with the Paris Agreement.

For further information and images please contact:

Bruno Barba
Senior PR Manager (Brand)
Bruno.barba@selfridges.co.uk

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

SELFRIDGES & CO