

Selfridges launches Selfridges Rental



Last year, as part of Project Earth, Selfridges invited you to join the rental revolution. On May 7th we launch Selfridges Rental on Selfridges.com. Curated by Selfridges buying team from the best new season womenswear, menswear and accessories, pieces are available to rent for 4, 8, 10 and 20-day periods.

The Selfridges Rental edits are comprised of a wide selection of brands from well known names, to cult contemporary icons giving more of our customers the opportunity to experience the very best Selfridges has to offer. "For Selfridges Rental, the goal is to create an edit of the most desirable items to fit today's ever-evolving lifestyle," says Head of Womenswear Buying Jeannie Lee.

Through Selfridges Rental customers will be able to have a more flexible shopping experience, the service gives customers the opportunity to get their hands on that standout piece, without being hindered by budget, or even try product with their current wardrobe before making the final purchase decision. Furthermore, by choosing to rent rather than buy new-season, customers can still test out a different kind of style without creating any waste when they want to move on.

To celebrate the launch of Selfridges Rental, Selfridges have tapped an exciting roster of talent including Lara Stone, Bimini Bon-Boulash, and Raven Smith to show off the best of the edit.

"Rental offers me exciting interventions that up the ante on an everyday ensemble. There's no time to get bored of a garment because back it goes like a library book. Renting feels better for everyone." – Writer Raven Smith

Selfridges Rental launches on Selfridges.com on May 7th, prices start from £20 for a 4-day rental.

For further information and images please contact:

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Notes to Editors

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.

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