

SELFRIDGES SAYS, I DO



[11 May 2021] London. This summer, Selfridges is launching a one-of-a-kind wedding experience for couples looking for a non-traditional ceremony in an iconic location.

Selfridges is a social space, a place for friends, where everyone is welcome.

In 2021 more than ever, Selfridges is committed to making the world brighter. With this sense of optimism, Selfridges teams have been thinking about how to bring friends together again, offering new ways to celebrate the special experiences everyone has been missing.

This summer, Selfridges will offer a wedding experience for couples looking for a non-traditional ceremony in a venue like no other.

Over the last year, restrictions around ceremonies and receptions have halted or postponed over 150,000 couples' plans – that's over 60% of the number of weddings scheduled to happen in 2020 [1]. Newly engaged couples are struggling to find wedding venues, booked up far in advance. Emerging from this is a trend for alternative, more intimate celebrations. Not only will Selfridges offer a solution that responds to an unprecedented demand for wedding venues, it will also consider alternatives for couples seeking non-traditional ways to celebrate their love.

A newly acquired wedding licence will allow ceremonies to be hosted in the grade II listed building on Oxford Street for a limited time this year, with three curated micro-wedding packages available: **Just-The-Two-Of-Us**, **Earth Lovers** and **All-Out Extraordinary** [See *Editors Notes*]. All packages will be centred around extraordinary Selfridges experiences that are special and inspiring, such as a wedding breakfast in Brasserie of Light, a private screening of a favourite film in The Selfridges Cinema or DJ set with Sink The Pink, and can be tailored to meet individual couples' needs. The ceremonies will take place in a dedicated Wedding Suite on the fourth floor of Selfridges London, which will be made over for each wedding depending on the chosen package.

As part of resale initiative **Resellfridges** and Selfridges' **Project Earth** commitment to explore circular retail models, *The Corner Shop* will see a wedding takeover this August, with a specially curated collection of vintage and pre-loved womenswear, menswear and accessories for the wedding party and guests as well as those getting married. *The Wedding Shop* will offer bespoke gift lists and through dedicated services, customers will be able to make appointments for everything from wedding day makeovers and styling appointments to custom-made floral arrangements and canapé consultations.

For further information and images please contact:

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SELFRIDGES & CO

Rebecca Warburton, Selfridges Director of Events & Customer Experiences, says: "We're driven by making our customers' worlds brighter through unforgettable experiences. For those looking for a truly unique way to get married this summer, we're excited to launch weddings at Selfridges. Bringing together some of our amazing experiences, we can't wait to create custom packages in celebration of people's love for each other."

Enquiries and bookings for Weddings at Selfridges can be made from Tuesday 11 May. Contact weddings@selfridges.co.uk or visit the **Experience Concierge** at Selfridges London.

- ENDS -

[1] ONS published number of weddings for 2017 is 249,774 in England and Wales.

[1] Guides For Brides estimates that up to 153,000 postponed weddings need to be rescheduled in 2021 and beyond

NOTES TO EDITORS

•Weddings Packages

THE JUST-THE-TWO-OF-US WEDDING PACKAGE

Perfect for those seeking a small and understated ceremony and reception for you and a maximum of four guests, The Just-The-Two-Of-Us Wedding package includes beauty and grooming appointments, a lowkey exchanging of vows in our luxurious Wedding Suite, and a delicious Wedding Breakfast Hamper for you and your guests to enjoy. You'll end the night with an intimate wedding reception in our VIP screening room at The Cinema at Selfridges, where you can all sit back and watch a film of your choice with plenty of popcorn and Champagne. The perfect wedding day for couples wanting to keep it unfussy yet unforgettable.

Overview

- Pre-wedding outfit appointments with Selfridges stylists
- Make-up appointment with our Beauty Concierge team
- Hair appointment at Daniel Galvin salon
- Men's grooming at Acqua Di Palma Barbiere
- Ceremony in our decorated Wedding Suite on 4 with up to four guests
- Three-course Wedding Breakfast Hamper
- Exclusive use of the VIP screening room at The Cinema at Selfridges
- Screening of a film of your choice
- Two bottles of Champagne and popcorn during the screening
- Dedicated wedding coordinator to assist on the day

THE EARTH-LOVERS WEDDING PACKAGE

For the couple seeking a wedding that's more earth-conscious, The Earth-Lovers Wedding package is made for you. We'll use our expert sustainability knowledge to provide a ceremony and reception for you and a maximum 20 guests that has the planet in mind. Ahead of your big day, you'll have a one-to-one Reselfridges appointment to find your vintage or rented wedding outfits. You'll then tie the knot in our beautifully decorated Wedding Suite before enjoying a delicious three-course meal at The Brasserie of Light, with plenty of organic wine and Champagne to toast with.

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Overview

- Pre-wedding RESELLFRIDGES outfit appointment with Selfridges stylists
- Earth-conscious make-up appointment with our Beauty Concierge team
- Hair appointment at Daniel Galvin salon
- Men's grooming at Acqua Di Palma Barbieri
- Ceremony in our decorated Wedding Suite on 4 with twenty guests
- Wedding breakfast at Brasserie of Light for a three-course meal
- Organic wine and Champagne
- Dedicated wedding coordinator to assist on the day

THE ALL-OUT EXTRAORDINARY WEDDING PACKAGE

The All-Out Extraordinary Wedding package is for the glamour-loving revellers looking for a once-in-a-lifetime celebration. You'll make your vows in our extravagantly-dressed Wedding Suite in front of 20 guests, with your ceremony officiated by drag icon Jonny Woo. Then, you'll get the party started with an incredible three-course meal in your private dining room at Brasserie of Light, before dancing the night away to a DJ set from your choice of our in-house DJs.

•Overview

- Pre-wedding outfit appointments with Selfridges stylists
- Make-up appointment with our Beauty Concierge team
- Hair appointment at Daniel Galvin salon
- Men's grooming at Acqua Di Palma Barbieri
- Ceremony in our decorated Wedding Suite on 4 with 20 guests
- Jonny Woo celebrant
- Exclusive use of the private dining room at Brasserie of Light for a three-course meal
- Four-hour DJ set
- Dedicated wedding coordinator to assist on the day

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