

# THE SELFRIDGES GARDEN CENTRE

## Plants – Tools – Fashion



21 June, Selfridges London Accessories Hall and the store exterior on Duke and Orchard Streets has been transformed into a **Garden Centre**, a playful and sensory response to a boom in outdoor appreciation, as part of **Good Nature**, Selfridges' creative theme for 2021.

The **Garden Centre** sells gardening tools, seeds, indoor and outdoor plants and pots, Selfridges own label compost. It also sells a curation of fashion, lifestyle and beauty products, as well as an exclusive collection from **Prada, an exclusive Shakedown Garden merch from The Grateful Dead** and a bespoke Selfridges merchandise featuring puns such as Herb Your Enthusiasm or Horti-Couture, for gardening and fashion enthusiasts alike.

The **Garden Centre** is a social space celebrating the pleasure of growing and green power, and the sense of well-being nature gives. Within the **Garden Centre**, The *Potting Shed* is a destination for events and advice, with a resident gardener (plus a virtual "dial-a-gardener" service) and a program of workshops, experiences and happenings which explore the pleasure and positivity that gardening brings, while promoting practical skills and sustainable methods, across every store (with *Green House* concepts in Selfridges Manchester and Birmingham) and on Selfridges.com. Selfridges will also "green up" Oxford Street, with a grow bag installation in front of the store's historic canopy entrance.

Selfridges' very own *avant-gardener*, the diminutive but swaggy Gary the Gnome, will oversee **Garden Centre** proceedings, and features on a Selfridges Garden Centre merch collection of caps, totes and t-shirts (replete with slogans including "herb your enthusiasm" and "horti-couture") as well as taking the lead (dressed in new season Versace, Bottega Veneta and Jacquemus) in a campaign by Berlin based creative studio **Sucuk + Bratwurst**. Garden Centre shoppers will also have the chance to bring Gary the Gnome into their own green spaces – despite a national gnome shortage – as a very limited run of Garys will be available to buy.

"A garden centre is evocative but familiar, and has provided rich inspiration for our teams, literally and creatively. We know our customers are more interested in gardening and greening than they have ever been – and so we are playing with the idea by bringing the essentials of a typical garden centre to our stores. We will be retailing plants, compost and garden gnomes alongside special and unexpected Selfridges products with a sense fun and imagination, as we continue to explore pleasure in nature this year." Explains **Selfridges Creative Director, Hannah Emslie**.

[www.selfridges.com/thegardencentre](http://www.selfridges.com/thegardencentre)

-Ends-

**GOOD  
NATURE**

**SELFRIDGES & CO**

## **Editors Notes**

### **Product**

#### **Grateful Dead Shakedown Garden**

Taking inspiration from the band's tenth studio album 'Shakedown Street' and the recent rise in the popularity of gardening amongst consumers, the playfully named 'Shakedown Garden' collection gives the classic Grateful Dead aesthetic of tie-dye, skulls, bears and roses a botanical spin. Drawing upon designs from Grateful Dead's classic imagery archive, and communicating the importance of sustainability to the band, the 16-piece range features apparel that uses organic blanks and vegan inks for any print work, debuting new artwork and exclusive designs for both dedicated Dead Heads and those after their latest fashion fix.

### **Events**

#### **Potting Shed (London) & Green House (Manchester and Birmingham)**

Headline Events Programme: 25 June – 11 July

In line with the Garden Centre attraction we will create a host of activities to inspire and engage new and existing gardeners. A dedicated program of events, experiences and happenings across stores and online will celebrate Mother Nature and the pleasure that gardening brings. Key themes include practical skills and advice, wellbeing, sustainable garden methods and access to gardening for all.

A headline program will be hosted within the Oxford Street pop up Potting Shed and expanded to a wider customer base through virtual events. The Birmingham and Manchester stores will host a Garden Centre Green House pop up and the Manchester stores will host supplementary community garden projects.

Events include:

- Dial-a-gardener – Selfridges resident gardener, Angela Maynard, will host virtual 1-2-1 sessions from her garden to yours. Show and tell your indoor or outdoor plant problems, ask for help or advice and pick up some green fingered tips
- Garden Guests – Angela Maynard's friends will visit the potting shed for special workshops and events
- Garden for Good – Hear from ecological grower and activist Poppy Okotcha as she discusses how we can make gardening and land more accessible to all
- Shed takeover and 1-2-1 workshops – Visit the Potting Shed for nature themed workshops exploring mindful garden designs, creating your own botanical beauty products, growing your own herbs and terrarium workshops

### **Good Nature**

Good Nature is Selfridges creative theme for 2021. Throughout the year, Selfridges will be inspired by nature; making the world brighter through the creative exploration of pleasure. **Good Nature** is a celebration of the pleasure in nature, offering visitors physical and digital experiences responding to the natural world. Good Nature initiatives include the Pleasure Series Podcast; The Resellfridges pre-loved Outdoor Edit and opening in June, the Selfridges Garden Centre. **Good Nature** will present seasonal events and experiences throughout the year and Selfridges' distinct visual identity – including its world-famous windows – will be an ode to pleasure in nature, changing with the seasons.

**GOOD  
NATURE**

**SELFRIDGES & CO**