

WITH LESS THAN 100 DAYS TO GO, SELFRIDGES UNVEILS ITS CHRISTMAS SHOP

The Christmas countdown begins as Selfridges opens its first festive destination of 2023. The Christmas Shop gives customers the choice of over 1,300 decorations and ornaments, alongside the best services and solutions.



18 September 2023. Selfridges opens its London Christmas Shop in a dedicated new space on the lower ground floor, which has been transformed into a 4,000 sq ft festive destination where customers can enjoy the Christmas spirit and select from a huge range of decorations, cards, wrap, crackers, stocking fillers, lights and trees.

The Christmas Shop boasts **more decorations than ever before with a total of 1,300 ornaments** (+12% on last year), giving customers the choice of everything from traditional baubles to foodie decorations and kitsch must-haves as well as 10 Selfridges icons including last year's sold out iconic Selfridges yellow bag ornament. **60% of the items available in the Christmas Shop are Project Earth labelled** for having a sustainable attribute.

Selfridges has identified six themes in this year's Christmas Shop, with **60% of all decorations exclusive to Selfridges** and not found anywhere else in the UK.

1. Gen Z favourites

From jade rollers and matcha lattes to cowboy boots and hair claws, the Christmas Shop has got the Gen Z trends from this year covered. Perfect to brighten up the tree and ideal for memorable stocking fillers.



2. Made in the UK

Exclusive-to-Selfridges highlights include Minnie-Mae Stott Studio with an exclusive collection of whimsical ceramic decorations handcrafted in Margate, Kate Gwilliam's intricate sequined decorations and Jemma Lewis Marbling Design's handmade marbled baubles made in Wiltshire, each of which has a unique design.



3. Foodie favourites

The trend for food and drink related baubles gains momentum with a more diverse and inventive collection this year. From coffee machines and tins of anchovies to oat milk and bubble gum, these make for amusing and colourful additions to the tree.



4. Celebrating diversity

Black-owned British brand March Muses create figurines that celebrate diversity and are the only supplier of Christmas decorations of colour in the UK. The handmade decorations include black angels, wise men and Santa alongside gift wrap and cards.



5. A conscious Christmas

60% of the items available in the Christmas Shop are Project Earth labelled for having a sustainable attribute. The collection includes reusable crackers, recycled wax candles and wreaths made using upcycled decorations. Sustainability has been considered in the build of the shop, with materials reused from previous years and table surfaces with Smile Plastic, repurposing old Christmas baubles.



6. Personalisation

At a dedicated personalisation desk, visitors can have Santa sacks, crackers, stockings, baubles and gift wrap customised with names of recipients.



The Christmas Shop opens three weeks earlier than last year, allowing customers to get ahead and make preparations in advance of the festive season. Selfridges has seen an increase in Christmas related searches at [Selfridges.com](https://www.selfridges.com), with searches for decorations up and advent calendars +24% vs 2022.

The Christmas Shop will form part of a new destination on the lower ground of the London store, sitting alongside Dolly's Café where, as the countdown to Christmas begins, Santa and his troop of performers will host daily spectacle moments to spread joy.

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