

IN-STORE

Selfridges unveils men's boutiques as precursor to department overhaul

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Selfridge's new menswear boutiques

By STAFF REPORTS

British department store chain Selfridges has revamped its menswear offerings with the addition of in-store boutiques.

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The newly opened boutiques are meant to create a menswear destination within Selfridges' London location. Recently, there has been a shift in attention, with many retailers and apparel labels beginning to focus more on the affinities of a discerning, fashion-forward male consumer.

Men's shopfits

Selfridges' new boutiques serve as a precursor to an expanded menswear department. Later this month the retailer will offer male consumers additional areas for designer wear and personal shoppers.

Acting as a teaser, the menswear boutiques opened in unison to ramp up anticipation from frequent Selfridges consumers. By revealing a little at a time, Selfridges is likely to increase foot traffic as word spreads and consumers drop in to investigate the enhanced men's department.

To launch the expanded department, Selfridges included international brands Givenchy, Dries Van Noten, Lanvin and Rick Owens as the first of the boutiques revealed.



Lanvin boutique in Selfridges

The surge in male-focused retail expansions extends beyond apparel to high-end footwear as well.

Department store chain Saks Fifth Avenue reacted to the popularity of designer sneakers for men with a new curated installation in 16 of its stores. Saks' "Sneaks" includes a range of high-fashion footwear, including athletic sneakers, high tops and slip-ons with exclusive designs from brands such as Fendi and Jimmy Choo ([see story](#)).

In the digital space, retailers are looking to differentiate between women's and menswear by creating gender-specific destinations to spark conversation and drive sales.

For instance, New York retailer Bergdorf Goodman is reaching out to fashion-savvy men through a new Instagram account separate from the main store profile. Bergdorf Goodman launched its @Goodmans account at the beginning of the spring/summer 2015 menswear runway shows ([see story](#)).

Also, French fashion house Givenchy released a new iOS mobile application dedicated entirely to its menswear line to push mobile commerce to its fashion-forward male consumers. The app features a similar layout to the brand's women's wear app released in the fall and, like the women's app, was produced in partnership with online retailer Net-A-Porter, since Givenchy does not have its own ecommerce ([see story](#)).