

COMMERCE

## Selfridges connects über gifting guide to overall holiday effort

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*Dualit's 24-karat gold-plated toaster*

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By STAFF REPORTS

British department store Selfridges is channeling the treasures often found in fairy tales through a collection of golden presents.

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Selfridges' über gifts have been carefully curated by the department store, with many exclusive to its bricks-and-mortar storefronts and Web site. Year after year, retailers work to edit a selection of gifts that leave consumers astonished by their offerings as they seek out unique and hard-to-find gifts for loved ones.

### Stay golden

For 2014, Selfridges' über gifts are as "good as gold" and connect to the retailer's holiday storytelling and fairy tale theme.

Selfridges curated seven items to be part of its über gift collection, which includes products exclusive to the retailer.

For example, consumers can purchase Anya Hindmarch's "\$60K Party Bag," the popular Crisp Packet clutch handbag. Made of 18-karat yellow, white or rose gold, the approximately \$93,000 is made-to-order in Anya Hindmarch's Florence workshop and

takes up to four months to create.



*Crisp Packet clutch in 18-karat yellow gold, available at Selfridges*

Additional items include the Tom Ford “The Trousseau” customizable beauty gift set for \$1,444 or the Falke limited-edition Vicuna socks, limited to 10 pairs and made from the rare Peruvian Vicuna for \$773.

Also on the list are the \$1,211 “100mm Double Buckle” sneakers handcrafted by Buscemi and the Dualit 24-karat gold-plated four-slice toaster for \$1,562.

Selfridges also included Crystal Head Vodka’s one-of-a-kind artwork with digital artist Nick Gentry. The piece, with an asking price of \$54,700, includes resin, gold, silver and copper powders along with artifacts from the distiller’s founder actor Dan Aykroyd.

Lastly, Selfridges is offering affluent consumers an Atom Car toy car with Nappa leather interiors, and personalized stitch work and plates as well as additional options such as alloy wheels and Swarovski embellishments. The gold-plated, bespoke electric car for kids retails for \$46,873.



## *Bespoke gold electric toy car at Selfridges*

Gold is a popular motif for brands during the holidays.

For instance, French atelier Christian Dior introduced a holiday collection that focuses on the accents of gold on certain branded beauty products. “Winter’s Gold” is a beauty collection that reveals the bold colors of runway shows, such as reds, pinks and browns ([see story](#)).

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