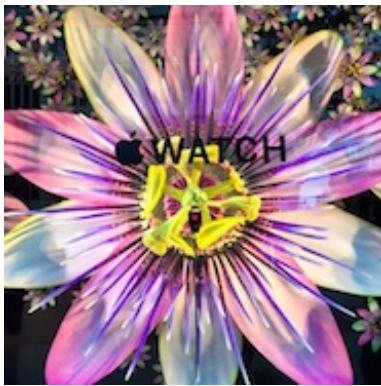


IN-STORE

Selfridges puts Apple Watch at the center in floral window display

August 21, 2015



Selfridges window display featuring Apple watch

By STAFF REPORTS

British department store chain Selfridges is treating passersby to an elaborate new window display created in collaboration with Apple to highlight its latest accessory, the Apple Watch.

Sign up now

Luxury Daily

The installation features eight difference flower sculptures inspired by stop motion photography and created by a collection of artists and designers. Each window is centered around an Apple watch, giving consumers a chance to see the product in a new light.

Flower power

Selfridges worked with Apple to fill the 24 windows of its London store with thousands of flowers. The installation includes flowers of varying sizes with 24 small, 50 medium, 5,525 small and 240 small-plus flowers.



Yellow poppies were featured in Selfridges' window display

In order to create this impressive bouquet Selfridges used cast resin and 3D printing to form the sculptures. They were then hand painted by artists and arranged into unique window displays.

The Apple watch has been a source of excitement and ambivalence since it was released earlier this year. Selfridges' decision to highlight the brand will likely attract attention from consumers.



The Apple watch is at the center of each of the flowers

Selfridges is well known for its elaborate window displays and projects.

For example, U.S. jeweler Tiffany & Co. celebrated the launch of its new boutique at Britain's Selfridges with an immersive installation that transported visitors to its New York neighborhood.



The windows include flowers of varying sizes

Officially opened July 3, “Fifth & 57th” referred to the address of Tiffany’s flagship boutique and allowed consumers to take a stroll down a projected version of New York’s iconic Fifth Avenue complete with bustling city scenes. Giving consumers the opportunity to experience Tiffany’s hometown firsthand likely provided a deeper understanding of the brand and may have helped spark more interest in the brand’s new outpost ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.