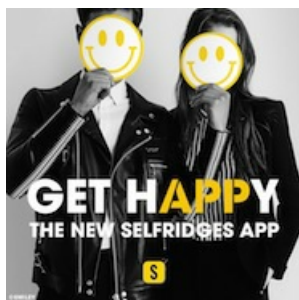


RETAIL

Selfridges future-proofs its omnichannel business via shoppable app

May 26, 2016



Promotional image for Selfridges' shoppable app

By STAFF REPORTS

British department store Selfridges is further embracing omnichannel retail with the launch of a shoppable mobile application.

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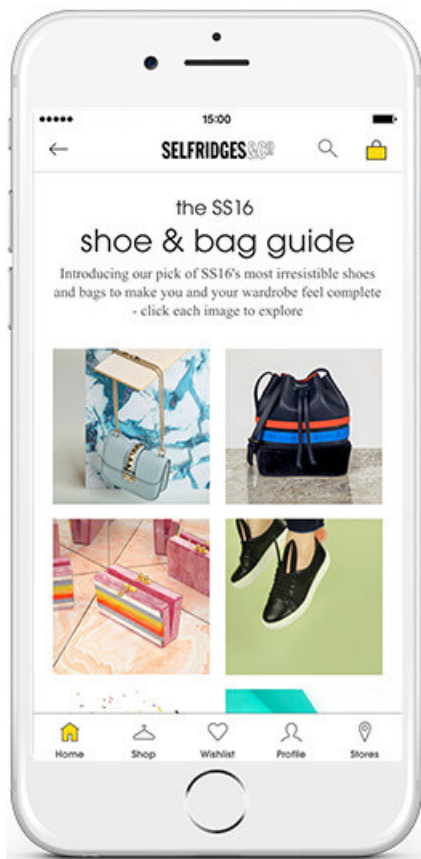
The app's development comes 18 months after Selfridges overhauled its Web site to be touch-first and highly responsive ([see story](#)). Selfridges' social-media friendly app is part of the second phase of the retailer's investment into strengthening and "future-proofing" its omnichannel business.

Pocket-sized Selfridges

Selfridges' Web site update and the launch of the shopping app are part of the department store chain's investment of 300 million, or \$441 million at current exchange rates, over the next 5 years.

The shopping app was developed as a response to the high amount of consumers preferring to shop Selfridges.com on their smartphones and tablets. According to Selfridges, 60 percent of its Web site traffic is generated through mobile devices.

A first for a luxury department store in the United Kingdom, Selfridges' shoppable app offers the retailer's extensive product collection from high-end brands. In another UK retailer first, the app offers "shop-by-Instagram," a transactional element that allows consumers to shop products seen on an integrated in-app Instagram feed.

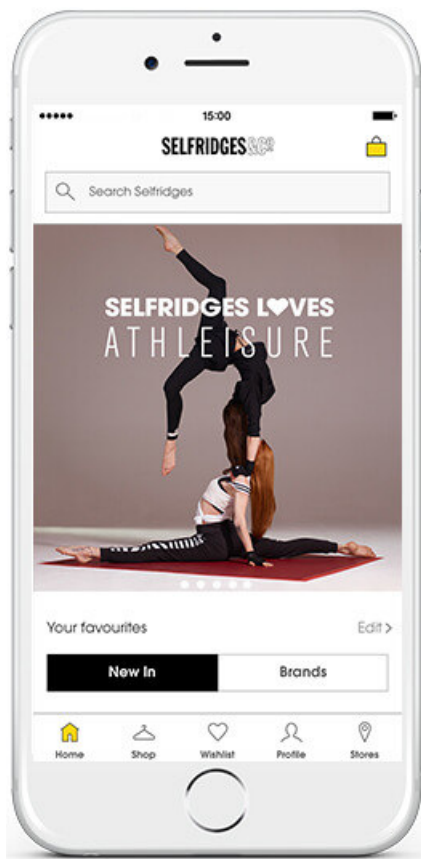


Screenshot of Selfridges' app

Other key functions personalize the consumer's experience with the Selfridges and its wide selection of products. For example, the app includes a "Your Favorite" function, enabling users to customize their homepage with brands of interest.

Also on the individualized homepage, users will receive relevant alerts for new arrivals, product drops and preferred brands. Alerts will share style trends, gift inspiration and editorial content and imagery.

Users of the app will also be the first on Selfridges' guest list for exclusive events hosted by the retailer and its partner brands.

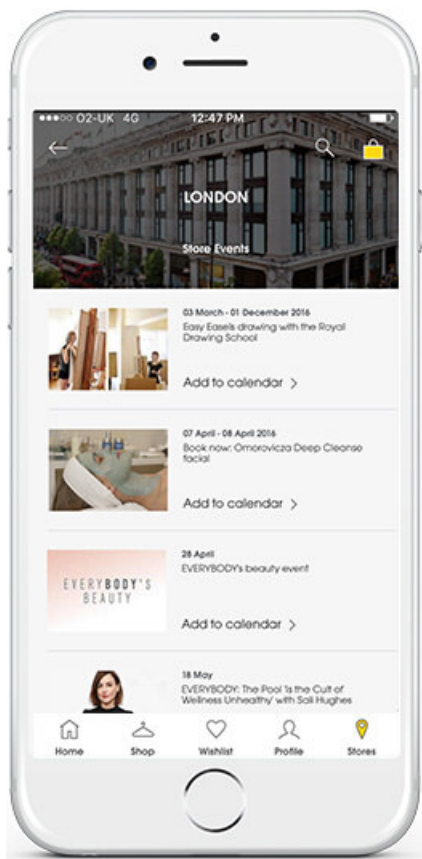


Screenshot of Selfridges' app

The app's "Store Guide" function will provide information of regarding in-store services, restaurants and an events calendar.

Selfridges designed the app for Apple iPhone, allowing it to be more intuitive and user-friendly. The natively-built app takes advantage of navigation, browse, search and swipe settings found on Apple's platform.

Furthering usability, Selfridges' consumers can sync all accounts, from shopping bags to wish lists, across devices. As such, the app's location settings will enable international consumers to shop in local currencies, with shipping costs and VAT calculated at checkout.



Screenshot of Selfridges' app

Through the app, consumers can have Selfridges' offerings shipped to more than 130 countries or take advantage of its Click & Collect next-day pick up program, available in the UK ([see story](#)).

The Selfridges app can be downloaded from the [Apple App Store](#).

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