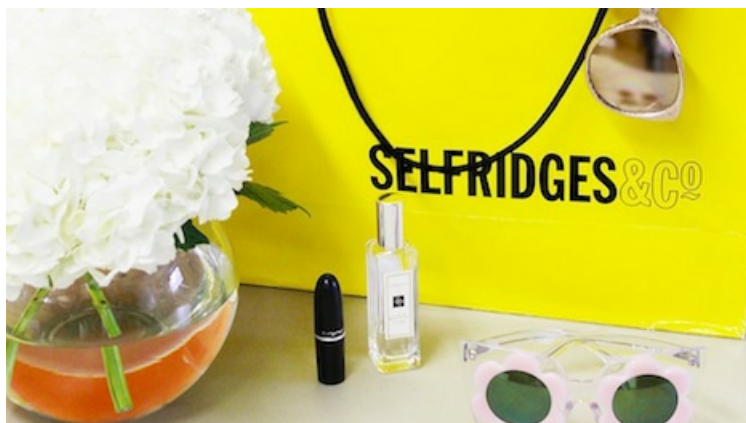


RETAIL

Selfridges' omnichannel goals come into fruition as fiscal 2015-16 ends

October 27, 2016



Selfridges social media image

By STAFF REPORTS

British department store Selfridges has announced strong results for the 2015-16 financial year, ending Jan. 31, 2016, recording a gross sales increase of 1.4 billion, or \$1.2 billion at current exchange.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

An increase of 5 percent, year-on-year, Selfridges saw positive growth across all channels, symbolizing the success of its omnichannel efforts over the course of 2015-16, and beyond. Selfridges' growth comes two years into a capital expenditure, which has included a 300 million or, \$365 million at current exchange, overhaul of its London flagship and omnichannel capabilities.

Omnichannel gains

Selfridges' self-investment is unprecedented for the retailer. The plan's objective is to build Selfridges for sustainable growth across all its channels, all anchored by its Web site, which now offers shipping to more than 130 countries.

While in-line with its expectations for the future, Selfridges did see its operating profits dip by nearly 2 percent from the year-ago for 152 million, or \$185 million.



Selfridges' Oxford Street flagship

"Selfridges has delivered another strong result for 2015-16. We have achieved this by further strengthening the appeal of our stores and online offer through our continuing program of capital expenditure supporting our drive to remain at the forefront of global luxury retailing," said Paul Kelly, managing director of Selfridges Group, in a statement.

This year saw the fruits of Selfridges' Oxford Street store investment, including April's the Body Studio. The women's athleisure category is the largest shop-in-shop organized by the retailer, carrying more than 150 brands and more than 100,000 products ([see story](#)).

Selfridges also opened its Designer Studio, a high-concept environment for contemporary women's wear. The space fully opened this month ([see story](#)).



Selfridges' Designer Studio

Also, the department store opened the first phase of its new Accessories Hall, which will officially debut at the end of November.

During the fiscal time period, Selfridges continued to work on regional development. This saw the revamping of multiple locations within its Manchester and Birmingham stores.

Selfridges was also the first retailer to debut its holiday 2016 campaign on Oct. 20 ([see story](#)).

"We are delighted with our performance in 2015-16, in what was a challenging market," said Anne Pitcher, managing director of Selfridges, in a brand statement. "Our strategy of investing in continual innovation in our stores and across our omnichannel offer, will ensure customers can shop with us even more seamlessly than ever before."

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.