

RETAIL

Selfridges bets on handbag category in expanded Accessories Hall

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Gucci, Mulberry and Loewe have exclusive boutiques within Selfridges' Accessories Hall

By STAFF REPORTS

British department store chain Selfridges has doubled the space dedicated to selling accessories citing the category's appeal as motivation.

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With the ideology that "the power of a truly great accessory can never be underestimated," Selfridges renovated its accessories department at its Oxford Street flagship in London. The accessories category is viewed as an access point to many luxury goods brands due to the entry-level price tag for many pieces such as wallets and cosmetics bags, with handbags commanding a higher ticket.

Double bagged

To double the existing size of its accessories department Selfridges worked with David Chipperfield Architects. The space reopened Nov. 23.

In addition to leather goods of all sizes and by a number of renowned designers, Selfridges' Accessories Hall stocks jewelry, tech trinkets and personalized pieces.

Accessories Hall also has ten new flagship boutiques. Brands choosing Selfridges to sell its accessories include Balenciaga, Burberry, Chanel, Celine, Chloe, Chrome Hearts, Gucci, Loewe, Mulberry and Saint Laurent.

Each of the flagship boutiques have been personalized by the brand it sells. For example, the Gucci space has been decorated with cherry-red velvet and Persian rugs while Loewe's creative director Jonathan Anderson designed a gallery-like space.



Selfridges' Accessories Hall

Understanding the importance of retail experience, Selfridges new Accessories Hall includes The Fount Bar. The department store has partnered with award-winning mixologist Ryan Chetiyawardana, better known as Mr. Lyan, on the 14-seat cocktail bar concept.

Centered within the Accessories Hall, consumers can enjoy a bellini with her Balenciaga or a cosmo with her Chloe, as Selfridges suggests in its communications for the space. The Fount Bar will serve cocktails, tisanes and water infusions.

In Customization Destination at the Accessories Hall consumers will find personalization services. Consumers can have a leather mobile device case monogrammed by The Case Factory, purchase hand-molded bracelets by Atelier Paulin or commission art by Boyarde to be painted on either a new or pre-owned handbag.



Selfridges' The Fount Bar in the Accessories Hall

Selfridges is in the middle of a 300 million or, \$365 million at current exchange, overhaul of its London flagship and omnichannel capabilities.

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.

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