

RETAIL

Selfridges welcomes consumers home to rethink living environments

March 31, 2017



A Home for All installation in Selfridges' Ultra Lounge; photo by Matt Writtle

By SARAH JONES

British department store chain Selfridges is giving consumers food for thought in a multichannel campaign that asks them to consider what home means to them.

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

"Our House" aims address the evolving nature of the home, as technology takes time away from domestic tasks and geopolitical and economic fluctuations make the possibility of home ownership more of a dream than a reality for many. This inviting initiative, running from March 31 to June 9, aims to be an oasis from current unrest while also looking back on Selfridges' roots.

Selfridges was reached for comment.

Homecoming

In addition to the current events driving this exploration of home, Selfridges has also seen an uptick in interest for its home accessories, with sales of decor up 30 percent in the past 15 months.

While Brits may have moved away from traditional activities such as cooking and sewing, the needle seems to be shifting back, with high viewership of programs such as "Big British Bake Off" and the "Great Pottery Throw Down."

Now, Selfridges is giving consumers the opportunity to flex their homemaking muscles through a series of events and activities.

The centerpiece of the in-store campaign at Selfridges' London flagship is a 3,000-square-foot conceptual house built by The New Craftsmen. Titled "A Home For All," the installation on the ground floor of the store invites shoppers to investigate four rituals that take place within the home: Rest, Gather, Play and Cleanse.



The New Craftsmen Stitch & Play workshops

Each of these concepts is given its own dedicated space within the pop-up home. This house will also serve as the venue for a series of communal workshops, in which craftsmen will lead communal workshops in everything from potato peeling to fabric dying.

Selfridges is also modernizing a historic community gathering place by opening a general store at its London and Manchester Exchange Square stores. Also accessible via an online hub, this is designed to carry only the essentials, providing a respite from the overwhelming array of choices available.

Products will be arranged based on the six rituals featured within the campaign, from solutions for sleep in Pause to items for eating and sharing in Host. Included in the curated selection are designer collections, including the Loewe's first foray into home design, and products from The New Craftsmen.



Loewe rugs

Providing further guidance, experts dubbed Selfridges Insiders will be on-hand to suggest products from across the store, adding to the welcoming, restful environment being created.

A focus on rituals also extends to Selfridges' windows, where the concepts are explored visually. Along with showcasing common activities such as tea-making or cleansing, the panes also communicate ideas such as home being a place to be yourself.

Selfridges gave The New Craftsmen its corner window, where the artisan retailer created an installation that focuses on the concept of home through the doorbell. Curated by set designer Nicola Yeoman, the window includes doorbells of varied shapes, sizes and vintages.



The New Craftsmen window display; photo by Matt Writtle

When Selfridges was founded in 1909, Harry Gordon Selfridge envisioned his store as a home for shoppers, positioning it as a place that was "open to the world." On opening day, visitors were gifted mini replicas of the key to the front door, and the retailer published a letter in all the newspapers weeks later heralding the event and talking about how the public should feel "at home" and "call it theirs."

Continuing this idea of the store being consumers', Selfridges is spilling some secrets of its home base. For the first time, consumers will be able to book a tour of the Oxford Street building to get the inside scoop.

Along with the in-store campaign, Selfridges' digital video channel Hot Air has created a short film about the meaning of home.

Come together

Selfridges has frequently looked to trends and current events for topical efforts.

British retailer Selfridges is investigating the changing face of employment, from shifting work-life balance to innovations in enterprise, with a multichannel campaign.

"Work It!" officially launched April 30 and will run through mid-June, with in-store workshops, displays and online content which feature forward thinkers on the subject and products to help consumers regain some "me-time" in a world. This campaign speaks to pandemic issues, allowing Selfridges to connect with its consumers and create a conversation ([see story](#)).

Other retailers have also picked up on discord, choosing positive messages amid turmoil.

Department store chain Barneys New York offered an antidote to the turbulent geopolitical climate around the world with a holiday campaign that aimed to unite.

The retailer's "Love Peace Joy Project" initiative brought together six artists for window displays at both its New York flagship stores, with displays that interpret the theme through the artist's particular aesthetic. With current affairs, Barneys' campaign spoke to many consumers' desires for more tranquility and coming together ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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