

RETAIL

Selfridges extends ecommerce experience to big-ticket jewelry

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WonderRoom at Selfridges. Image courtesy of Selfridges

By STAFF REPORTS

British department store chain Selfridges is making it easier for consumers to purchase fine watches and jewelry from its Wonder Room with the upcoming launch of an omnichannel service.

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An early adopter of click-and-collect for fine jewelry, the retailer will soon be launching click-to-delivery, allowing U.K. consumers to have pieces from brands such as Chopard or Chanel sent to their home. Even though luxury is increasingly embracing ecommerce, high-value baubles have traditionally been left out of the online selling environment.

From store to door

Selfridges' Wonder Room is turning 10, and the retailer is celebrating the milestone by giving the department a new look. The six-month remodel included the installation of a ceiling sculpture by Haberdashery inspired by the process of turning raw materials into jewelry.

While allowing original architecture of the store, including its columns, to come through, the space was also given a new layout and color scheme. In the open-feel environment, the retailer has installed low display cases, and in the center of the Wonder Room are fine jewelry, watches and gifting items from brands such as Piaget, Bremont, Audemars Piguet, Montblanc, Baume & Mercier, Tag Heuer and Longines.

In the remodel, Selfridges has created a private shopping room where clients can explore all of the brands carried in the Wonder Room in an intimate setting.

Around the perimeter of the Wonder Room are boutiques for brands such as Cartier, Chopard, Rolex, Bulgari, Van Cleef & Arpels, Chanel Fine Jewelry, Dior and Hermès.



Cartier at Selfridges. Image courtesy of Selfridges

Within the remodel, Van Cleef & Arpels expanded its shop-in-shop boutique, creating a two-story space complete with an Art Deco staircase.



Van Cleef & Arpels boutique at Selfridges' Wonder Room. Image credit: Hoffmann Ladenbau

Along with the refurbishment, Selfridges is also changing how consumers shop for jewelry. A click-to-delivery service will ship even the priciest pieces from the Wonder Room anywhere in the U.K.

Coming soon, consumers can shop via a dedicated page on Selfridges' ecommerce site and have items from collections such as Tiffany & Co.'s High Jewelry Traveling Collection delivered to their door with a click. This builds on Selfridges' existing click-and-collect service for its Wonder Room, which launched in 2015 ([see story](#)).