

RETAIL

Selfridges curates curiosities for flagship's Corner Shop

November 29, 2017



Selfridges' Corner Shop is located on the corner of Oxford and Duke Streets in London. Image credit: Selfridges

By STAFF REPORTS

Department store Selfridges' latest retail concept borrows from the typical British tradition of the corner shop with an eclectic mix of products of luxuries big and small.

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Selfridges' Corner Shop opened Nov. 29 and is located at its London flagship on the corner shared between Oxford and Duke Streets. The Corner Shop, while rooted in British tradition, also draws inspiration from the Wunderkammer, a place where curiosities and rarities are exhibited, with displayed items both necessary and non-essential.

Curiosities

Within the Corner Shop, Selfridges will display more than 450 products from approximately 100 brands. Another more than 220 products have been made exclusively for Selfridges.

The Corner Shop's "most creative conveniences and some irresistible non-essentials: unexpected luxuries big and small" range in price from 2 to 7,000 British pounds.

Selfridges' imaginative mix of products includes a Selfridges Monopoly set and British tea towels with prints by Anya Hindmarch and Erdem.



Selfridges' Corner Shop will carry curated goods and host temporary pop-ups. Image credit: Selfridges

Also created for the launch is a collection of designer collaborations. These celebratory creations include leather bags and accessories from Chlo, Burberry and Mulberry, knitwear by Tom Browne and clutches by Edie Parker.

Additionally, the Corner Shop will go beyond fashion and accessories, selling foodstuffs, toiletries, stationery and other goods. Going forward, the retailer plans to use the Corner Shop to host temporary themed collaborations as early as the beginning of 2018.

Timed to open just four weeks before Christmas, Selfridges' Corner Shop is likely to become a go-to gift destination for holiday shoppers in London.

Selfridges' Corner Shop is included in the second phase of its Accessories Hall's extensive renovations, which is on track to be complete in late spring 2018.

The first phase of renovations, completed in November 2016, saw new brand boutiques from Balenciaga, Chlo, Gucci and Saint Laurent, among others ([see story](#)).



Selfridges' opened the second part of its new Accessories Hall Nov. 29. Image credit: Selfridges

Part two, launched alongside the Corner Shop, added new boutiques from Dior, Louis Vuitton, Prada and Fendi and dozens of smaller labels to Selfridges' Accessories Hall.