

RETAIL

Selfridges' sale kickoff sees high volumes of full-price goods

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Selfridges is expecting 100,000 to 120,000 customers on Boxing Day. Image courtesy of Selfridges

By STAFF REPORTS

British department store chain Selfridges' winter sale is moving more than just discounted merchandise.

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During the start of its post-holiday sale, the retailer has sold greater than expected volumes of full-price merchandise along with its bargains. Following 2016's record-breaking Boxing Day results, Selfridges is on track for another strong trading day, with sales in the first three opening hours of Dec. 26 surpassing sales during the same period last year.

Sale start

From 9 a.m. to 12 p.m., Selfridges saw its collective online and in-store sales surpass 4 million pounds, or about \$5.3 million at current exchange.

In anticipation of the sales, shoppers began lining up outside Selfridges' London store at 2:30 a.m. During its 12 opening hours on Dec. 26, the flagship store is anticipating 120,000 visitors, many of whom will stay for a long time as they turn bargain hunting into an event.



Customers lined up outside of Selfridges before it opened. Image courtesy of Selfridges

Via ecommerce, Selfridges has seen 1.5 million online shoppers since the sale opened on Christmas Day, with about three-quarters of customers browsing on mobile devices. Ecommerce sales for Boxing Day are up by double digits over 2016's figures.

The highest performing departments for the sale are women's designer accessories, women's designer wear, menswear, kidswear and luggage, with menswear seeing sales growth that outpaced expectations.

This sale is one of only two sales periods for Selfridges. The department store was the first to kick off its January sales on Boxing Day, starting this strategy in 1998 at its Trafford store.

"Now an established tradition for shoppers from across the world, we are delighted to offer the very best Boxing Day sale buys across every category," said Meave Wall, stores director at Selfridges, in a statement. "The customer response to the sale in each of our stores but also online, has so far today been outstanding. We are on course for another record breaking Boxing Day opening."

Along with Selfridges, Harrods kicked off its winter sale with its traditional performance and passed treats for those waiting in line, turning deal hunting into a main event.



Harrods' Boxing Day celebration includes live entertainment and treats. Image credit: Harrods

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