





*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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