

RETAIL

## Selfridges immerses consumers in conversation about luxury's meaning

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Selfridges' radical luxury window displays to start its campaign. Image credit: Selfridges.

By BRIELLE JAEKEL

British department store chain Selfridges is making it its mission to strengthen the definition of luxury in a society where almost everything can attain the coveted moniker.

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Luxury brands are struggling to find themselves in today's climate, where quality goods are easily attainable and countless services and products are deemed as "luxury," even if the item is not on par with the standard, traditional definition of the characteristic. Selfridges feels the word has lost all meaning and is undergoing an investigation to determine what it means to be luxury today.

"The importance of this campaign for a luxury brand like Selfridges & Co is showing how a solid luxury brand that has been around since the early 1900's can step into the digital age with grace, not lose any of their brand integrity, while keeping step with their consumers desire to have all of their shopping experiences available digitally," said Marci Troutman, CEO of [SiteMinis](#), Atlanta, Georgia.

### What is luxury

A multichannel campaign from Selfridges will be woven throughout the department store's locations and digital platforms to define luxury.

Selfridges' "Radical Luxury" will be series of installations that span sensory initiatives and concept shops as well as take insight from a wide range of experts. Shoppers are invited to take the journey with Selfridges to help uncover the new meaning.

Selfridges has talked to a variety of fashion designers, art curators, powerful luxury connoisseurs and other influencers to help gain insight on the subject.

The campaign toys with a fluid definition including themes such as luxury being "transient," "one of a kind," "transformative" and taking "time."

## Radical Luxury is...



Transient >



One of a kind >



Transformative >

*Selfridge's new interpretation of luxury, as depicted on its site. Image credit: Selfridges*

Running from mid-April to mid-May, the Old Selfridges hotel in London will host an installation named "The Flipside." The exhibit will feature multi-sensory events for visitors where they will be able to experience "altered states of luxury."

An immersive journey will also take guests through a mirrored version of Selfridges' recently expanded Accessories Hall. Brands such as Loewe, Burberry and Byredo will be featured in The Flipside exhibit.

Selfridges says the experience will be a look into the future of luxury with "thought-provoking and transient realities."

The retailer has also developed the "Anatomy of Luxury at The Selfridges Corner Shop." This campaign element will be a celebration of pioneers in the fashion industry who have pushed the envelope. Various designers will takeover Selfridges to investigate what it takes to create a cult brand.

From March to the end of May, the takeovers will feature a behind-the-scenes look at the influences and narratives that have built these brands. Visitors will be able to purchase items related to the designers' careers including archived, exclusive and influential products.

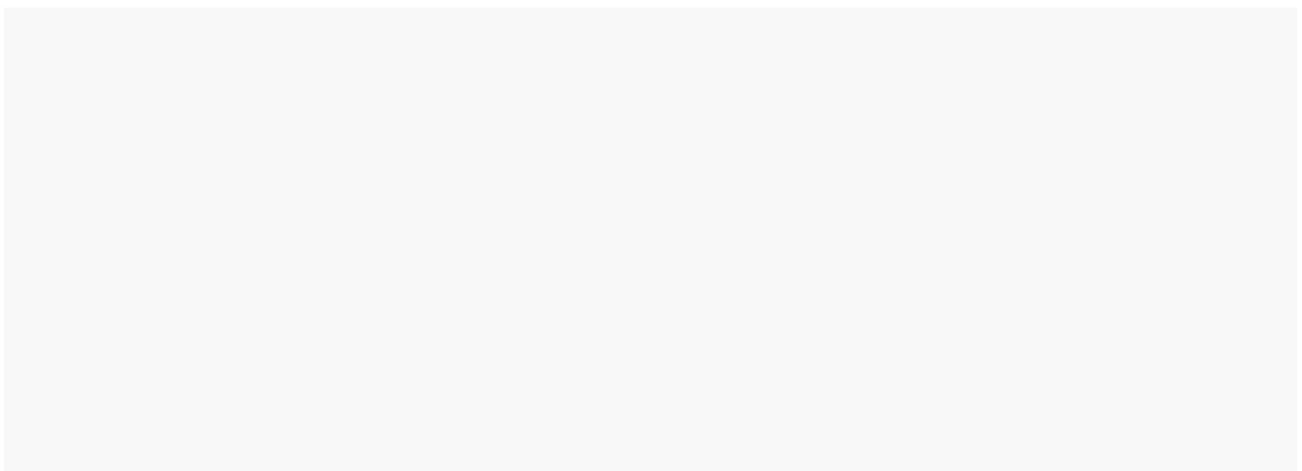
The department store's Corner Shop is a retail concept that borrows from the typical British tradition of the corner shop with an eclectic mix of products of luxuries big and small.

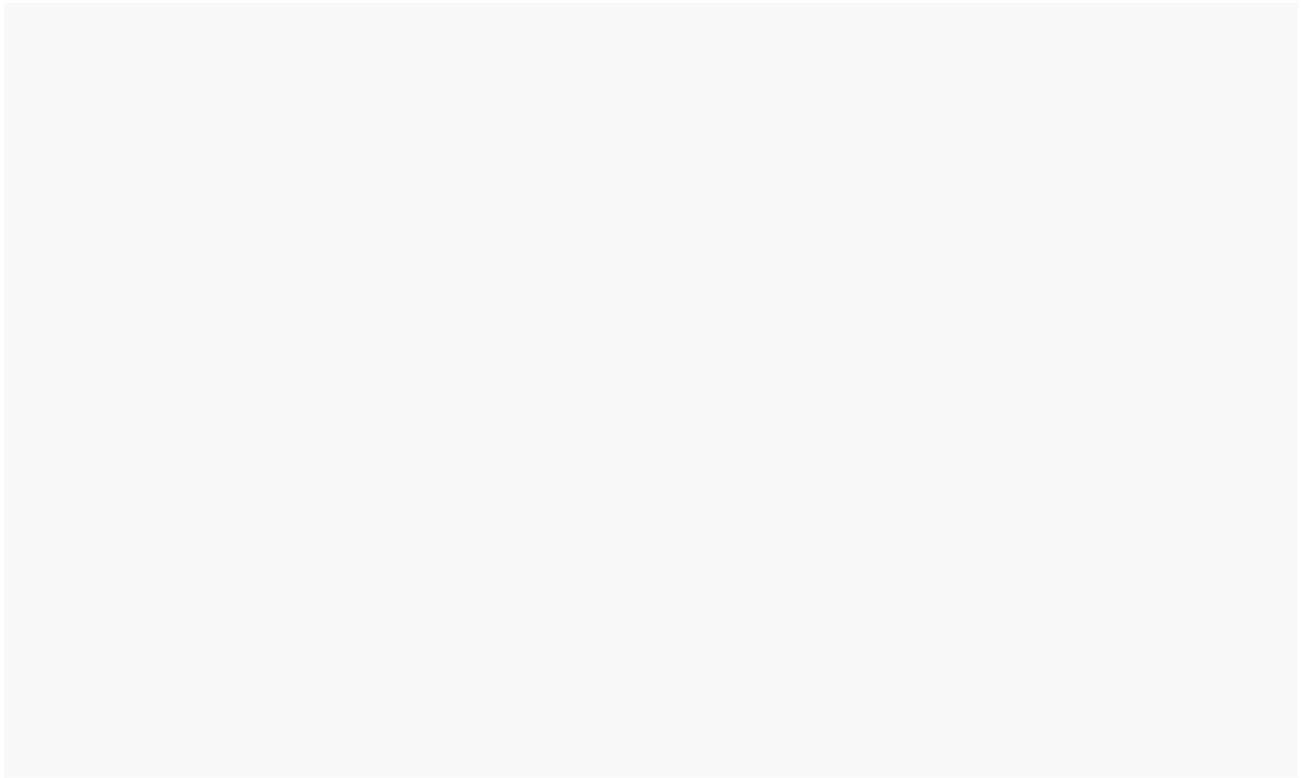
Selfridges' Corner Shop opened Nov. 29 and is located at its London flagship on the corner shared between Oxford and Duke Streets. The Corner Shop, while rooted in British tradition, also draws inspiration from the Wunderkammer, a place where curiosities and rarities are exhibited, with displayed items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

As part of the Radical Luxury campaign, Selfridges also published a letter from CEO and businesswoman Polly Moore. The letter gives Ms. Moore's unique viewpoint of the meaning of luxury.

Ms. Moore explains that for her luxury goes beyond the best that money can buy but is about experiencing moments that are pure and precious, meaning that luxury is a feeling.

Engaging window displays have also been staged to start a narrative with passersby. Selfridges aims to use its window displays to encourage consumers to go to [selfridges.com/radlux](https://selfridges.com/radlux).





What does luxury mean to you? Has luxury become boring? Today Selfridges explores these questions with our new campaign, Radical Luxury. Discover the story at [Selfridges.com](https://www.selfridges.com).

A post shared by Selfridges (@theofficialselfridges) on Jan 8, 2018 at 9:22am PST

### Selfridge initiatives

The retailer is no stranger to creating one-of-a-kind initiatives that are thought provoking and seek to make a difference, similar to the Radical Luxury campaign.

For instance, Selfridges also recently prolonged the life of its paper coffee cups through a newly launched upcycle program.

Selfridges is now recycling used coffee cups from its in-store dining options, as well its internal offices, and repurpose the paper goods into its iconic yellow shopping totes. The British retailer launched the upcycle program after scientific research found that paper cups could not be properly recycled, resulting in 2.5 billion paper cups used annually in the United Kingdom ([see more](#)).

"The uniqueness of the digital entrance to [Selfridges'] brand is the story line that moves from screen to screen to capture and retain their consumers interests quickly," SiteMinis' Ms. Troutman said.

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