

RETAIL

Selfridges enters the ring with activewear initiative

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LamyLand offers boxing and boxing apparel a part of the campaign. Image credit: Selfridges.

By BRIELLE JAEKEL

British department store chain Selfridges is taking a literal approach to its theme of boxing as a metaphor for exploring wider cultural questions.

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Fashion figure Michle Lamy is transforming The Corner Shop at Selfridges London and serves as the face of its subsequent campaign that capitalizes on the theme of boxing. A range of multichannel content including exclusive products will focus on activewear and boxing merchandise as part of "Lamyland."

"Selfridges & Co may have just started a new way to go viral in a campaign, with Michele Lamy, being eclectic and extremely interesting, not only allowing face time in the store but also the first boxing ring set up with classes available in the store is so incredibly unique," said Marci Troutman, CEO of [SiteMinis](#), Atlanta. "Creating campaigns to showcase this one-of-a-kind creation, Selfridges & Co, could very well top the charts, so to speak, in viral content.

"Not only is this unique and a win-win, but could be the trailblazer for a way to 'save the bricks and mortar' from going extinct over the next 30-50 years," she said.

Boxing Day

Ms. Lamy is celebrating her love of the sport of boxing in collaboration with Selfridges for this latest alteration of the concept shop.

Using boxing as an analogy for "exploring wider cultural, spiritual and social questions," Selfridges and Ms. Lamy are opening an actual boxing gym in the Ultralounge on the lower ground floor in Selfridges' London flagship.



LamyLand at Selfridges' Concept Shop. Image credit: Selfridges.

Fitness and boxing enthusiasts can book various classes at the gym, where they can participate in full-body training and conditioning with high-energy music. Each class is 45 minutes, suited for all levels of fitness lovers including beginners.

The program is created in partnership with popular London boxing gym BXR.

Products such as boxing gloves, T-shirts, shorts, socks, bags, sneakers, hats, printed boxing tape, robes, towels, wraps, mouth guards, cropped tops and even perfume are a few of the types items available in the Lamyland shop. Brands such as Lamyland, Everlast Overthrow and Nike are all featured in the shop.

Ms. Lamy is known as an artist, creative director, producer and mentor, and is also the wife of fashion designer Rick Owens.

In a video discussing the motivation behind The Concept Shop line and campaign, she discusses that she has been boxing for more than 30 years. She believes it is "right now" and that the sport is extremely popular.

She explains that writer Joyce Carol Oates once said, "Boxing is like life; you know that you are going to get blows, you know that you are going to give blows, but you need to stand up. What we are fighting for is that we need to stand up for what we believe."

Ms. Lamy goes on to say that she believes in this.

When conversing about why she decided to partner with Selfridges, Ms. Lamy explains that to her, the department store is its own city.

"To have chance to be in the street on this corner in a glass box," she says, "was a very exciting challenge."

Selfridges campaign

The Lamyland promotion is part of a bigger Selfridges campaign that focuses on modern views. The department store is making it its mission to strengthen the definition of luxury in a society where almost everything can attain the coveted moniker.

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 ([see more](#)).

Lamyland is taking up residency in Selfridges' latest 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](#)).

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