

RETAIL

Selfridges brings Radical Luxury to the big screen

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

By STAFF REPORTS

British department store chain Selfridges is further establishing its commitment to the study of luxury's transformation by commissioning a short documentary film.

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As part of its Radical Luxury campaign, Selfridges is launching a film created by photographer Norbert Schoerner. The 60-second film touches on new themes in luxury and how the industry has changed, similarly to the the multichannel campaign of the same name, taking Selfridges' ideas to the big screen.

Radical luxury

The department store chain 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](#)).

In theaters throughout the United Kingdom, Selfridges is bringing its thoughts on Radical Luxury to a much larger platform.

Mr. Schoerner has collaborated with the brand to create a surrealist-style film, showing provocative themes in such a traditionally valued industry.

Selfridges commissions film on Radical Luxury

The one-minute-long film flashes through the history and themes of today within luxury in an avant-garde style that seems more like an interactive surrealist painting than film.

London, Birmingham and Manchester will be the cities to host the film at theaters such as Everyman & Curzon, Picturehouse, The Barbican, DCM and Pearl & Dean Cinemas.

"It was an exciting challenge to convert a concept as ubiquitous as the meaning' of luxury into a unique visual narrative and to play with a broad range of art historical references in the process," Mr. Schoerner told AdWeek. "Hopefully this film will connect with people and allow them to rediscover Selfridges through an unexpected lens."

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