

RETAIL

Selfridges honors Rolling Stones' history with pop-up shop

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Selfridges' collaboration with The Rolling Stones coincides with the band's new world tour. Image credit: Selfridges

By STAFF REPORTS

British retailer Selfridges is honoring The Rolling Stones along with the band's 2018 tour through a series of pop-up shops featuring apparel inspired by the iconic British group.

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The pop-up begins on May 14 and can be seen at Selfridges' London Corner Store location. The shop is meant to take visitors into the world of The Rolling Stones, featuring their music and apparel emblazoned with the band's iconic lips logo.

Beast of burden

Selfridges' new Rolling-Stones-themed pop-up is one part fashion boutique and one part museum.

The shop includes clothing inspired by the band as well as looks at a handpicked collection of some of their vintage stage outfits that the group wore throughout their careers and even the band's first vinyl box set.

Additionally, visitors will be able to relive the famous Havana Moon concert that the band performed in Cuba, which will be streamed on televisions in the store and played through in-store headphones that visitors can try on.



A piece from the band's archives. Image credit: Selfridges

While getting a look at some of Rolling Stones' history, visitors will also be able to shop pieces including T-shirts, jackets and hoodies inspired by Rolling Stones fashion. The band's iconic lips logo has been reimagined by Selfridges and is displayed prominently on many of the pieces.

The pop-up is hosted in Selfridges' Corner Shop in London, the retailer's concept space that regularly cycles through unique and limited-time pop-ups.

Selfridges created 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 story](#)).