

RETAIL

Selfridges continues reusable bottle campaign with civic fountain

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Selfridges is no longer selling plastic soda bottles. Image credit: Selfridges

By STAFF REPORTS

Department store chain Selfridges is taking its commitment to the world's oceans outside of its doors.

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In honor of World Oceans Day, the retailer is debuting a public drinking fountain outside of its London flagship. This latest initiative is part of Selfridges' Project Ocean campaign, which aims to stop plastic pollution.

Bottle service

Selfridges has opened its first civic drinking fountain on Duke Street. This will allow passersby to fill up reusable water bottles.



Selfridges has installed a public fountain. Image credit: Selfridges

As part of its efforts to end plastic pollution in the ocean, Selfridges stopped selling bottled water in its stores in 2015. As an environmentally friendly alternative, Selfridges is encouraging consumers to bring their own water bottles from home and fill them at the new drinking fountain in the department store's food hall ([see story](#)).

Earlier this year, the retailer went a step further, removing carbonated beverages in plastic bottles from its stores ([see story](#)).

This year, Selfridges' Project Ocean initiative is focused on #OneLess, a campaign to turn London into a plastic water bottle-free city. Developed from Project Ocean and run by the Zoological Society of London and the Marine CoLABoration, the #OneLess effort focuses on London's coastal position.

"We have supported the #OneLess campaign since 2016, which has now seen the London Mayor promise to improve access to drinking water across London," said Alannah Weston, deputy chairman of Selfridges Group, in a statement. "Plastic poses a huge threat to our oceans and one that will continue until we all make bigger commitments to saving our oceans.

"We hope our civic fountain will encourage customers and businesses alike to go #OneLess," she said.

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