

RETAIL

## Selfridges gets head start on Christmas with phase 1 of seasonal shop

August 2, 2018



*Rock Santa at Selfridges has unveiled its new Christmas Shop. Image credit: Selfridges*

By STAFF REPORTS

British department store chain Selfridges is hoping to capture the Christmas audience early yet again this year, unveiling its shop 145 days before the holiday.

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Selfridges says it is the first in the world to open its Christmas shop. Revealed on Aug. 2, "Selfridges Rocks Christmas" will open in full on Sept. 4, while all products are available online today.

### Christmas in August

The shop's theme features pop and rock elements, including a specially commissioned line of Christmas stockings by British designer Jan Constantin with a glam rock reference.

Window displays for Christmas will reflect the shop's theme as well, and its stores will see a rock 'n' roll Santa roaming its departments during the holiday season.

While currently launching the first phase, the shop features 200 product lines, and will expand to 3,800 in September.

"We've been opening the doors to our Christmas shop during the summer for years now and have become a real destination for fans of Christmas and festive decorations within and outside the U.K.," said Eleanor Gregory, homebuyer for Selfridges Christmas, in a statement.

"Some customers return to us year after year, excited at the prospect of discovering the new ranges and adding to their collections," she said. "We have so many customers visiting from all over the world, eager to snap up festive decorations and souvenirs on their London summer holidays which they can't buy at home.

"So, we make sure we're ready to showcase Christmas decorations they will truly treasure. Our summer Christmas shop launch simply addresses the growing demand for convenience Christmas shopping outside the traditional Christmas season from many of our customers."



*Selfridges' Christmas Shop features rock themed products. Image credit: Selfridges*

The department store chain got a jump on the holiday shopping season with the opening of its Christmas Shop early last year as well, 147 days ahead of Dec. 25.

Selfridges has been responding to a growing demand for Christmas products outside of the typical shopping season by offering everything from holiday food to gifting items starting in summer. This tactic, which the retailer has deployed in recent years, has helped drive sales growth each year, as locals shop early and tourists visiting the U.K. seek out ways to bring a London Christmas home with them ([see story](#)).

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