

RETAIL

Selfridges highlights eyewear for its accessories transformation

August 9, 2018



Selfridges' new eyewear destination. Image credit: Selfridges

By STAFF REPORTS

British department store Selfridges is hoping to create the most extensive eyewear hub in the United Kingdom as part of its new accessories hall.

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More than 2,200 eyewear styles are offered in the newly unveiled hall. The eyewear hub features 50 brands such as Prada, Gucci and Dior, and also provides eye exams.

Eyewear revolution

The department store has just completed a physical transformation that started years ago, which unveils its new 60,000-square-foot accessories hall. Of those 60,000, 4,000 square feet are designated for the eyewear section, which is now located on the ground floor.

Selfridges' new accessories space takes up one third of the ground floor at the Oxford flagship location.

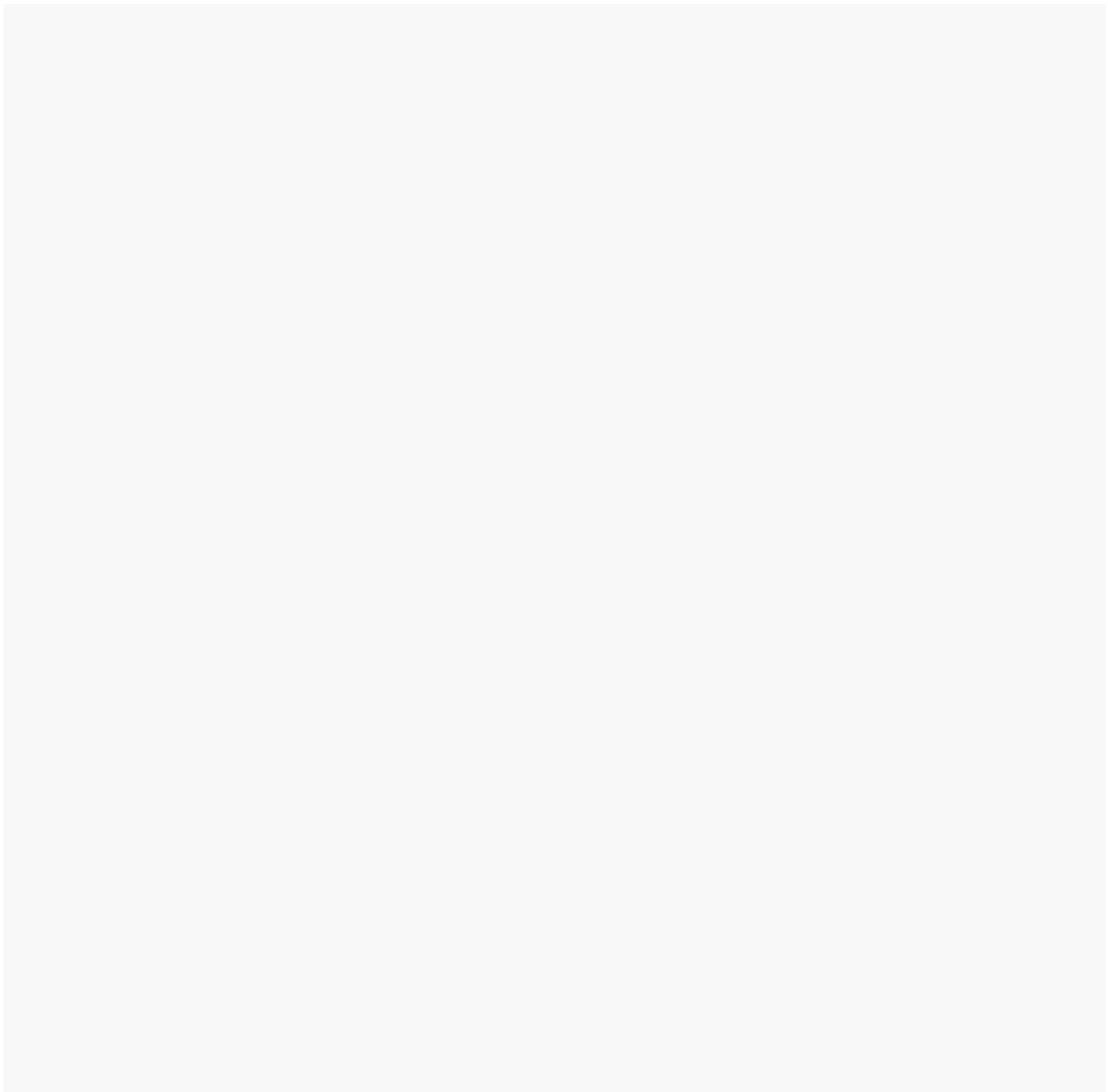
"We're displaying eyewear in a novel way so that access to glasses will be much easier and quicker," a spokesman said to Women's Wear Daily. "Traditionally, eyewear is presented in display columns with slots. At Selfridges, eyewear pieces will simply sit, unfolded, on display shelves."

The space focuses on mirrors so that customers will have no issues seeing how they look in the designs, as well as a completely digital integration.

Per WWD, designs range in price from 100 to 6,000 pounds, or \$128 to \$7,710 at current exchange, respectively.

The new eyewear department has moved from its previous location on the fourth floor, which will triple its customer intake.

A display of fine jewelry for men and women will be featured nearby, the first showcased outside of Selfridges' Wonder Room.



Do you see what Eye See? The UK's largest eyewear destination has opened its doors. Visit #SelfridgesLondon to discover your perfect pair of glasses . . . #Eyewear #Selfridges #Accessories #Opticians #VisitLondon

A post shared by Selfridges (@theofficialselfridges) on Aug 9, 2018 at 1:39am PDT

Prior to its accessories reveal, the department store hoped to capture the Christmas audience early yet again this year, unveiling its shop 145 days before the holiday.

Selfridges said 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 now ([see story](#)).

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