

RETAIL

## Selfridges rocks with Father Christmas early in its window displays

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*Selfridges Rock and Rock Santa. Image credit: Selfridges*

By STAFF REPORTS

British department store chain Selfridges has unveiled its highly anticipated Christmas window displays with a unique rock 'n' roll theme.

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Again, Selfridges is ensuring its status as a leader in holiday marketing and retail experiences by unveiling its windows first in the world. Over the past year, Selfridges team members have been working on the design of these displays, leading to the installation over the past eight days.

Christmas comes early

The department store chain hoped to capture the Christmas audience early yet again this year, unveiling its shop 145 days before the holiday in September.

Selfridges says it is the first in the world to open its Christmas shop. Revealed on Aug. 2, "Selfridges Rocks Christmas" opened in full on Sept. 4, while all product also available online ([see story](#)).

Bringing this early approach to its windows, the department store launched its holiday displays with the Selfridges Rocks Christmas theme on Oct. 18.

One window features a hotel lobby telephone theme with green velvet walls and floors featuring three phone booths with gold tinsel curtains. A Halpern Father Christmas window features a stage with black tinsel background, shiny red gloss floor adorned with gold stars and Father Christmas in a red jumpsuit and bedazzled snow boots.



*Mrs. Claus performs in one of Selfridges window. Image credit: Selfridges*

Backstage is featured in a pane dubbed "Dressing Room," which features gold chrome wall flats and vanity mirrors with lipstick messages.

Eleven other windows follow the theme of rock 'n' roll Santa and are meant to feature Father Christmas on his musical tour.

The retailer's largest window features a cascading piano that shows a performance from Mrs. Claus. The piano features 2,000 individual keys.

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