

RETAIL

Selfridges has record holiday with 8pc sales growth

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Selfridges' rock 'n' roll Christmas drove sales. Image courtesy of Selfridges

By STAFF REPORTS

British department store chain Selfridges saw its sales in the 24 days leading up to Christmas climb 8 percent year-over-year.

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Breaking the retailer's previous records, the holiday season saw a sales uplift across channels. Selfridges attributes the rise to its holiday campaign, in-store entertainment and new offerings, which drove shoppers into stores.

Holiday results

In addition to growing sales throughout December, Selfridges saw its sales in the week leading up to Christmas increase 8 percent from 2017.

The retailer's Oxford Street flagship in particular outperformed the average, with sales up 10 percent.

In October, Selfridges unveiled its highly anticipated Christmas window displays with a unique rock 'n' roll theme.

Again, Selfridges is ensuring its status as a leader in holiday marketing and retail experiences by unveiling its windows first in the world ([see story](#)).

Going along with the musical motif, Selfridges set up an in-store Christmas cabaret, which sold out.

Other theatrical experiences included pop-up choirs, appearances by Santa and confetti cannons.

Last year, Selfridges updated its stores, with the Oxford location finishing work on its new accessories hall.

Selfridges has now tripled the space dedicated to selling accessories, citing the category's appeal as motivation.

In addition to leather goods of all sizes and by a number of renowned designers, Selfridges' Accessories Hall stocks jewelry, tech trinkets and personalized pieces ([see story](#)).



Selfridges' new eyewear destination. Image credit: Selfridges

Selfridges' Manchester store doubled its beauty department, while the Birmingham location opened new Gucci and Jimmy Choo boutiques last year.

“We are delighted to have delivered such a strong performance over the Christmas period,” said Anne Pitcher, managing director of Selfridges, said in a statement. “Our Selfridges Rocks Christmas theme and entertainment really resonated with our customers, both across our stores and online; our customers come to us for the unexpected and I feel this year we delivered just that.”

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