

RETAIL

## Selfridges invites consumers to cozy up for Valentine's Day

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Selfridges' Daido Lip Bar. Image courtesy of Selfridges

By STAFF REPORTS

British department store chain Selfridges is looking to help shoppers make new friends with the opening of an intimate bar that seats six.

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The Daido Lip Bar at the retailer's London flagship is an art installation that functions as a bar, serving up sake and Asahi beer in a compact space. This project is part of Selfridges' larger focus on the arts, as the retailer looks to provide more than merchandise to visitors.

### Lip service

Japanese artist Daido Moriyama created the installation to pay homage to the actual small-scale bars in Shinjuku's Golden Gai quarter. Specifically, the bar references Bar Kuro, one of Mr. Moriyama's favorite spots to grab a drink.

The photographer is known for his stark black-and-white photography, and the bar is wallpapered in a closeup shot of red lips that he took.

The bar measures about six and a half feet by 11 feet, with six stools, and Selfridges says it will be the smallest bar in Britain during its run. Consumers can book a seat for 10 pounds, or about \$12.90, which includes either a beer or a sake.

Selfridges is hosting the third and final Daido Lip Bar. After this installation, the bar will be sold for 80,000 pounds, or around \$103,200.



*Selfridges' Daido Lip Bar. Image courtesy of Selfridges*

The retailer will also have lip prints from Mr. Moriyama for sale for 60,000 pounds, or \$77,400.

Selfridges is embracing the intersection of art and fashion with a creative campaign that spans stores and digital channels.

The retailer's "State of The Arts" initiative is influencing everything from Selfridges' window displays and product offerings to podcast episodes. Retailers continue to seek ways to differentiate their in-store and online experiences from competitors' ([see story](#)).

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