

RETAIL

Selfridges to stop selling exotic skins

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Selfridges' Oxford Street flagship. Image courtesy of Selfridges, photo by Andrew Meredith

By STAFF REPORTS

British department store chain Selfridges is planning to completely eliminate the sale of exotic skins by February 2020.

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The retailer is currently phasing out materials such as crocodile, alligator, lizard and python, and plans to only sell agricultural leather in the future. This is part of Selfridges' broader sustainability push, as it seeks to offer eco-friendly products that align with consumers' ethical values.

"At Selfridges, we are dedicated to being at the very forefront of future thinking retail," said Sebastian Manes, buying director at Selfridges, in a statement.

"For us, that's a future where luxury is defined by craftsmanship and material innovation," he said. "I am proud to confirm that exotic skins will no longer be available to purchase at Selfridges as of February 2020.

"We will continue in our ambition to inspire our brands and customers through thoughtful, ethical and transparent buying strategies."

Eschewing exotic skin

Selfridges banned the sale of real fur in 2005. The retailer is again becoming an early adopter in moving away from exotic skins.

The retailer's Buying Better, Inspiring Change strategy, launched in 2016, is working towards the 2022 goal of having 50 percent of all products be better for people and the environment.

As part of this, Selfridges has turned its Bright New Things sustainability-focused showcase into a permanent selection of merchandise.



Kitx for Selfridges' Bright New Things. Image credit: Selfridges

In 2016, Selfridges fashioned a brighter future by championing sustainable designers for its seminal talent platform, Bright Young Things.

For its fifth year, Bright Young Things, branded as Bright New Things for 2016, invested in the future of fashion by highlighting United Kingdom-based talents and working with the Center for Sustainable Fashion to explore the apparel and accessories industry's "new standard." Increasingly, brands and retailers are being more transparent about the raw materials used, construction process and the overall impact products have on the environment ([see story](#)).

"Buying Better Inspiring Change underpins our business and our culture," said Daniella Vega, director of sustainability at Selfridges, in a statement. "As a leading global retailer, Selfridges seeks to use its influence to encourage partners and people to buy responsibly, respect the planet and protect our future."

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