

RETAIL

## Selfridges gets early summer start on Christmas shopping

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*Selfridges has given its Santa a futuristic makeover. Image courtesy of Selfridges*

By STAFF REPORTS

British department store chain Selfridges has opened the first phase of its Christmas Shop months ahead of the holiday, catering to early demand for gifting items from both tourists and locals.

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Almost 150 days before Christmas, Selfridges has unveiled a range of holiday items, including decorations and celebratory items such as Santa figurines and crackers. Selfridges' strategy of opening early has helped the store see year-over-year holiday sales growth by extending the holiday shopping season.

"We've been opening the doors to our Christmas Shop during the summer for many years and our customers consider Selfridges a real destination for fans of Christmas and festive decorations within and outside the U.K.," said Eleanor Gregory, Christmas and home buyer at Selfridges, in a statement. "Some customers return to us year after year, excited at the prospect of discovering the new ranges and adding to their collections."

"We have so many customers visiting from all over the world, eager to snap up festive decorations and souvenirs on their London summer holidays which they can't buy at home," she said. "So, we make sure we're ready to showcase Christmas decorations they will truly treasure."

### Early start

As of July 29, the first phase of Selfridges' holiday store is open. On Sept. 2, the full product selection will be available to shop.

Selfridges' assortment starts at 2 pounds, making the Christmas Shop accessible to a range of consumers. There are also high-end pieces, such as a 2,000-pound pre-lit faux Christmas tree, that will be available come September.

The shop includes items that are both traditional and kitschy. One of the sections, dubbed "Santa's Day Off," features a collection of Santa decorations that show the iconic character riding a motorcycle, weightlifting, snowboarding or practicing yoga.

Selfridges is launching its own series of ornaments for the first time. The private label tree decorations are fashioned in its signature yellow, such as London's double-decker buses and a Selfridges shopping bag.



*Selfridges has opened its Christmas shop. Image courtesy of Selfridges, photo by Matt Writtle*

"This year, we are excited to introduce the Selfridges decoration range and hope customers will enjoy taking a small piece of the store home with them after their visit to the Christmas Shop," Ms. Gregory said.

"Our summer Christmas shop launch simply addresses the growing demand for convenience Christmas shopping outside the traditional Christmas season from many of our customers they include a large number of domestic customers who love to Christmas shop very early in the year to get it wrapped and taken off their to-do list," she said. "They also tell us that they like to be able to take their pick of the very best selection available, whilst the range we offer is at its most comprehensive."

This year, Selfridges' holiday campaign will be centered on the theme "Future Fantasy." For the effort, the retailer will be retelling classic tales with a modern slant.

Selfridges' Santa will also get an updated and futuristic look.

In 2018, Selfridges saw its sales in the 24 days leading up to Christmas climb 8 percent year-over-year.

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 ([see story](#)).

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