

RETAIL

Selfridges shows commitment to circular retail with Depop pop-up

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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 responding to consumers' desires for sustainable merchandise via a temporary shop by mobile marketplace Depop.

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The Depop Space pop-up will showcase sellers who promote a more circular or eco-friendly take on fashion. This is the latest sustainability-focused initiative from the retailer, as Selfridges aims to evolve the retail experience in response to the climate crisis.

"Sustainability is changing the landscape of fashion and the Depop community is helping to define this movement," said Peter Semple, chief marketing officer at Depop, in a statement. "Depop's mission is to empower the next generation to transform fashion.

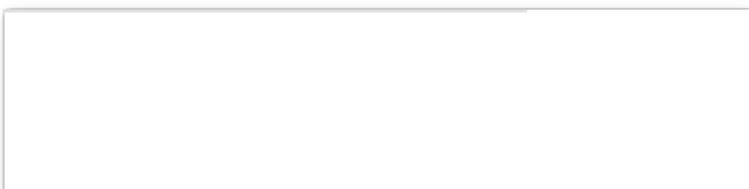
"Our collaboration with Selfridges is an exciting opportunity for members of our community to extend their reach offline, take their business to the next level and change perceptions of the industry's potential," he said.

Popping up

Depop is a social shopping application that enables consumers to watch what their community is buying, selling and liking.

For the marketplace's September Selfridges pop-up, Depop is focusing on the theme "Recreate the New: Fashioned for the Planet." The pop-up is situated in the Designer Studio on the third floor of Selfridges' Oxford Street flagship.

Each week, the pop-up will rotate to feature new sellers. Recreating the experience of flipping through the digital selections, the space includes a moving clothing rack.



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Be your own boss | @depop has caused a storm in #SelfridgesLondon. A range of different seller have been showcasing their products this month in store and online, as well as a series of workshops on how to be the ultimate seller . . . #Selfridges #Depop #Vintage #Fashion #DepopSeller

A post shared by Selfridges (@theofficialselfridges) on Sep 2..

Instagram post from Selfridges

Aside from showcasing brands that are environmentally friendly, Depop's installation will host workshops led by sellers including Sam Nowell and designer Patrick McDowell. These classes will teach shoppers how to extend the life of garments through customization, tailoring or other tweaks.

The Depop space is also a chance for Selfridges to cater to up-and-coming fashion shoppers. In a poll commissioned by the retailer, 77 percent of Gen Z consumers said that their biggest environmental concern around purchasing is reducing waste.

This generation is also heavily interested in secondhand goods, with 58 shopping for pre-owned goods sometimes or often.

Eighty-three percent of young consumers also believe that it is the responsibility of retailers to educate customers about sustainability.

"We are excited to be taking the lead in sustainable fashion by this first-of-its-kind collaboration with Depop in the U.K.," said Daniella Vega, head of sustainability at Selfridges, in a statement. "Selfridges takes seriously its responsibility to protect the environment and our Buying Better Inspiring Change initiative always looks for ways to push the boundaries in luxury retail – to challenge the norm.

"This new survey data supports our understanding of our youngest adult fashion shoppers, for whom there is no compromise when it comes to seeking out style that doesn't harm the planet," she said. "We are committed to buying better and inspiring change so that our customers can do the same."

Selfridges is also part of the newly launched Fashion Pact. The coalition of 32 fashion companies are joining forces to tackle environmental issues such as climate change, biodiversity restoration and ocean protection, seeking to scale up their individual efforts with common objectives ([see story](#)).