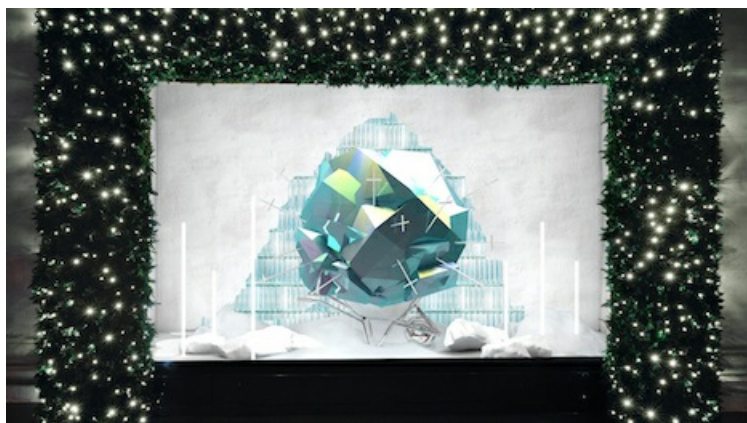


RETAIL

Selfridges adds futuristic twist to Christmas window displays

October 18, 2019



Each window displays a modernized element from a classic fairy tale. Image credit: Selfridges

By STAFF REPORTS

British department store chain Selfridges has revealed its window displays for the holiday season with the theme "Future Fantasy, A Christmas for Modern Times."

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This year's windows offer a futuristic but magical look at Christmas and fairy tales, presenting the holidays as a comforting and festive respite from an unpredictable year. Engaging in-store displays will be present across all Selfridges locations, but it took more than 100 people more than 500 hours to create the displays for the London store alone.

Christmas fantasy

Selfridges is among the first luxury brands to usher in the holiday season every year.

Almost 150 days before Christmas, Selfridges unveiled a range of holiday items, including decorations and celebratory items such as Santa figurines and crackers. The full product selection became available to shop on Sept. 2.

Selfridges' strategy of opening early has helped the store see year-over-year holiday sales growth by extending the holiday shopping season ([see story](#)).

Mirroring this approach, the window displays debuted on Oct. 17. Adding to the modern Christmas feel, the windows feature a color palette of silver, white, blue and green with elements of mirrors and crystals.

At Oxford Street, the window displays share futuristic fairy tales, including interpretations of Cinderella and Snow White. For instance, the ball in Cinderella is now a rave and colorful sneakers appear in place of glass slippers.

[View this post on Instagram](#)

Discover our #SelfridgesChristmas windows | Crank up the to hear our team narrate this year's future fantasy tales: Chapter One - The Fairytale Ball Becomes a Daytime Rave... . . . Head to selfridges.com for to find out more about #Christmas at Selfridges

A post shared by Selfridges (@theofficialselfridges) on Oct 17, 2019 at 12:13am PDT

To boost engagement, Selfridges is sharing its futuristic fairy tales on Instagram

"Our Future Fantasy windows rethink beloved festive stories, re-telling them through a modern lens," said Bobbie Tree, design manager at Selfridges, in a statement. "This is a next generation Christmas an interplay of old and new."

The stories are also shared on Selfridges' Web site and social media.

Inside Selfridges' London store, guests can see a mirrored Christmas tree, measuring at 13 meters, hanging in the store's central atrium. This is also the site of a special light show.

Keeping in mind the retailer's commitment to sustainability, Christmas at Selfridges relies on more energy efficient LED lights and its snow globes contain more than 88 pounds of biodegradable confetti.

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