

ARTS AND ENTERTAINMENT

Britain's Selfridges becomes first department store to open permanent movie theater

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Cinema at Selfridges: Will it play well with customers? Image courtesy of Selfridges. Photo: Matt Writtle/Selfridges, copyright Matt Writtle 2019

By STAFF REPORTS

Britain's Selfridges has become the first department store in the world to open a permanent cinema on its premises in a move that seeks to increase the experiential involvement of its brand with shoppers.

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The cinema at Selfridges' flagship Oxford Street store will have three screens with the latest sound and vision technology to match movie theaters elsewhere.

Movies playing starting Nov. 22 are "Frozen II" and "Le Mans '66." "Star Wars: The Rise of Skywalker" will start running Dec. 19.



Foyer of the Cinema at Selfridges on London's Oxford Street. Image courtesy of Selfridges. Photo and copyright: Matt Writtle

Show and sell

The cinema is yet another initiative from Selfridges to offer one-stop-shopping needs for its customers and prospects, albeit this time in entertainment.

Only seven weeks ago resale platform Vestiaire Collective opened its first permanent boutique at Selfridges' store on Oxford Street, planting a post for the fast-developing circular economy in fashion.

The move, which came after a two-week pop-up experience last year with clothes drop-off within the same Selfridges store, is 10 years to the date of Vestiaire's founding as a source for consumers to buy and sell pre-owned apparel and accessories ([see story](#)).

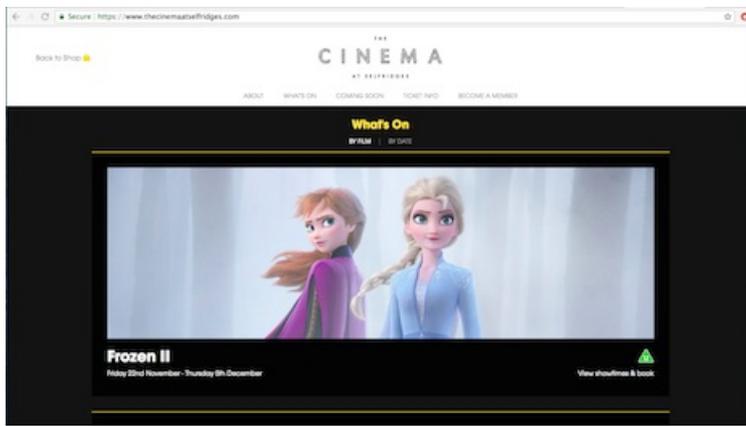
Selfridges now sees fit to align itself with companies and activities that enhance shopper experiences in-store and offer convenience that link offline with online activities.

The toolkit for Selfridges is alliances with complementary brands.

Selfridges has partnered with independent boutique cinema operator Olympic Studios for this initiative. The London-based company cinema operator also has locations in the Barnes and Battersea areas of the city.

The [Cinema at Selfridges](#), as the theatre is called, will run a mix of blockbuster and independent films. It will be open year-round, with daytime and evening timetables.

Tickets will be priced from \$15 to \$25 depending on the screening days and times. Purchases can be made online at thecinemaatselfridges.com. A link on that site can also takes visitors back to the main Selfridges.com store.



Homepage of Cinema at Selfridges for consumers to buy tickets to movies playing on one of three screens, with the option to go directly to the Selfridges.com store as well. Image credit: Selfridges

Concessions will also be available with food and beverage, as well as a priority membership scheme that includes a free ticket allowance.

MEANWHILE, RIVAL British department store chain Harrods is pursuing customer-attracting initiatives through a new line of stores targeting the potential of the wellness market.

Harrods will open a line of standalone beauty stores called H beauty, increasing its commitment to a sector that is linked by millennials and Gen Z to wellness and health.

The new H Beauty store will launch in the spring at intu Lakeside, Essex, followed by a second location in Milton Keynes, both towns in the England region. The stores will showcase the top beauty brands from around the world, with supporting experiences ([see story](#)).

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