

RETAIL

Selfridges greets record number of sales shoppers

December 26, 2019



Shoppers lined up outside of Selfridges before dawn ahead of its Boxing Day sale. Image courtesy of Selfridges

By STAFF REPORTS

British department store chain Selfridges is expecting to welcome more than 120,000 shoppers at its London flagship as it kicks off its winter sale.

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Selfridges has started its winter sale, one of its two annual sales periods, on Boxing Day since 1998. Boxing Day 2018 marked Selfridges' best trading day, but the retailer reports it may set a new record today.

Boxing Day

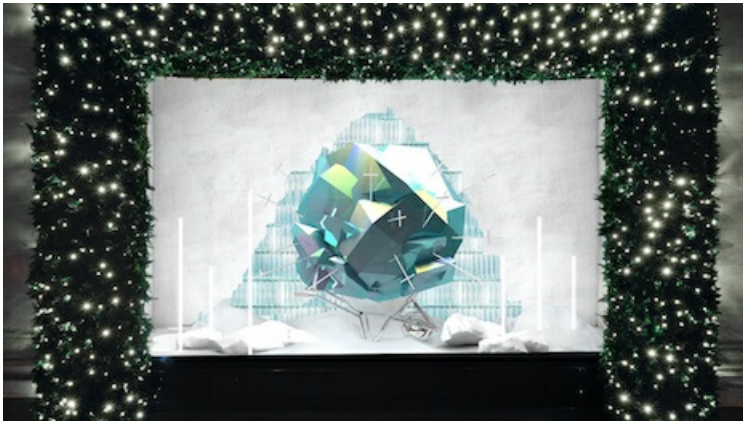
Shoppers began lining up early this morning at Selfridges' Manchester Trafford and London stores.

The sale began online on Christmas Day with discounts of up to 70 percent. The retailer's ecommerce site has already seen a 6 percent increase in visits over last year's sale.

About 70 percent of the site's visitors have been shopping from smartphones and mobile devices.

Strong sales are originating from several departments, including women's designer accessories, women's and men's shoes, beauty, children's wear and toys. Footwear, particularly designer sneakers, is also exceeding expectations.

Selfridges has positioned itself as a holiday shopping destination and is among the first luxury brands to usher in the Christmas season every year.



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

Almost 150 days before Christmas, Selfridges 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.

Mirroring this approach, Selfridges debuted its window displays on Oct. 17. With the theme "Future Fantasy, A Christmas for Modern Times," 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 ([see story](#)).

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