

RETAIL

Selfridges, Highsnobiety collaborate on streetwear concept

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The first Co.Lab collection is inspired by the documentary "Colette, Mon Amour." Image credit: Highsnobiety

By STAFF REPORTS

British department store chain Selfridges and streetwear platform Highsnobiety are teaming for a series of collaborations and curated product drops through a new retail concept.

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Dubbed "The Co.Lab," the project will feature weekly releases at Selfridges' London Corner Shop as well as Highsnobiety's ecommerce platform. The collections are also expected to touch on themes from art, technology and design, with the first set to debut on Jan. 6.

"Our partnership with Highsnobiety will be the first curation of its kind at Selfridges," said Sebastian Manes, executive buying and merchandising director at Selfridges, in a statement. "Highsnobiety's unique position as a cultural aggregator and authority and its multi-platform, multi-disciplinary approach has unlocked the next level of brand collaboration."

Retail Co.Lab

The first Co.Lab product drop commemorates the premiere of "Colette, Mon Amour." The documentary, coproduced by Highsnobiety, tells the story of Colette, a famed Parisian concept store that shuttered in 2017 ([see story](#)).

The collection includes streetwear staples such as hoodies, T-shirts and baseball caps.

Upcoming collections include collaborations with auction house Sotheby's and French luxury fashion house Maison Margiela.

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The Co.Lab | A first of its kind retail concept is coming to #SelfridgesLondon Corner Shop. Expect curated and exclusive drops from the @highsnobietyshop team. Stay tuned... . . . @highsnobiety #Highsnobiety #Selfridges #HighsnobietyShop #Collaboration #Drops #TheYellowDrop

A post shared by Selfridges (@theofficialselfridges) on Jan 3, 2020 at 2:33am PST

Instagram post from Selfridges announcing the partnership

Highsnobiety, which originally established itself as an online publication, began experimenting with ecommerce last spring.

The new commerce initiative started on May 22 with Prada's streetwear collection, Linea Rossa. Highsnobiety was the only wholesaler, other than Prada's owned commerce channels, that carried the collection including some exclusive pieces ([see story](#)).

"This partnership was a natural fit, as Highsnobiety is leading the way for a new type of storytelling and digital curation of products, while Selfridges truly understands how to curate and tell stories within a physical space," said David Fischer, CEO/co-founder of Highsnobiety, in a statement.

Indeed, Selfridges has made extensive investments into its physical and digital offerings as shopping becomes more experiential.

Improvements include a new 60,000-square-foot accessories hall and the opening of a men's designer street room at its London store in fall 2018 ([see story](#)). More recently, Selfridges introduced a temporary shop by mobile marketplace Depop in response to consumers' desires for sustainable merchandise ([see story](#)).