

RETAIL

Selfridges providing stylish, sustainable face masks to employees

July 22, 2020



All Selfridges store employees will receive branded face masks. Image courtesy of Selfridges

By LUXURY DAILY NEWS SERVICE

British department store chain Selfridges is adding a designer touch to the face coverings that its employees will soon be required to wear.

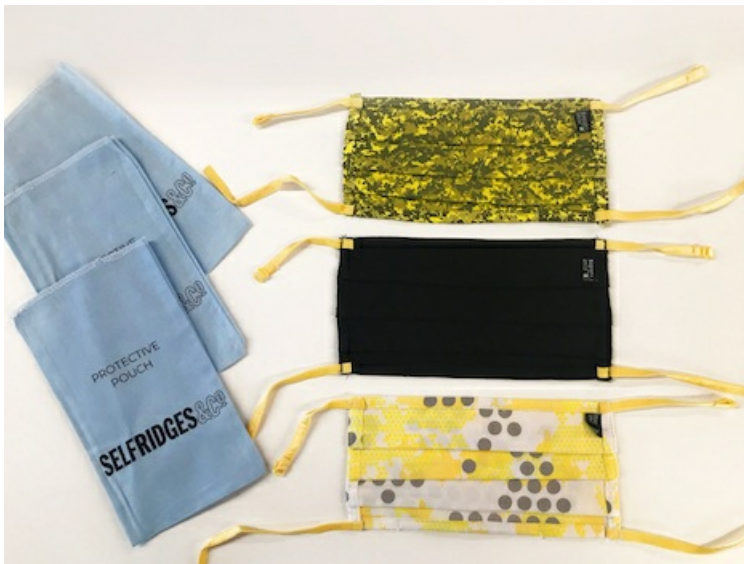
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Following government guidelines, all Selfridges team members will be required to wear a face mask while working in-store as of July 24. The retailer partnered with Bags of Ethics to create stylish and sustainable face coverings for all employees.

Fashionable face coverings

The partnership is the latest way Selfridges has supported sustainability efforts, in addition to protecting the health of its employees.

Bags of Ethics is a collaborative effort by the British Fashion Council that spans designers, tailors, merchandisers and other players across the supply chain to create ethical and reusable products.



British designer Christopher Raeburn collaborated with Selfridges on a face mask design. Image courtesy of Selfridges

Face masks from Bag of Ethics are created with upcycled materials, with templates that reduce textile waste and non-toxic inks to prevent water pollution. The coverings are meant to be reused at least 50 times.

Each Selfridges employee will receive three reusable face masks, in addition to a protective pouch. The mask set includes a print by British designer Christopher Raeburn, a leader in sustainable design.

Mr. Raeburn's camouflage-inspired design includes shades of green, brown and Selfridges' yellow. The retailer's in-house creative team also designed a dotted yellow and gray mask and a solid black mask.

Mandatory face masks are the latest safety measure British retailers are taking on after reopening last month. Harrods, Selfridges and Fortnum & Mason all reopened on June 15 after the United Kingdom relaxed its COVID-19 lockdown ([see story](#)).

The Selfridges face mask set is not for sale to the public, although the retailer is selling exclusive silk face coverings by Rixo. Bags of Ethics also has designer face masks for sale on its e-commerce site.

Elsewhere in the U.K., Savile Row tailor Huntsman & Sons has dived in headlong to produce high-end face masks that ideally can match the shirts the firm makes for customers ([see story](#)).