

RETAIL

## Selfridges launches sustainability Christmas Shop to support Project Earth

October 12, 2020



*Selfridges has revealed its sustainable Christmas Shop. Image courtesy of Selfridges*

By LUXURY DAILY NEWS SERVICE

British department store chain Selfridges is spotlighting sustainability at this season's Christmas Shop, which was unveiled with less than 75 days until the holiday.

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Half of the products in Selfridges' Christmas Shop, including decorations, cards and wrapping paper, have at least one sustainable attribute. This is the largest sustainable collection the retailer has offered for the holidays, as Selfridges has implemented a new expansive environmental strategy.

### Christmas at Selfridges

Typically, Selfridges is among the first retailers to kick off the holiday season, with the Christmas shop opening as early as July ([see story](#)).

As a result of the coronavirus pandemic, this year's Christmas Shop did not debut until the fall. It is now available at the retailer's London flagship and online, with smaller outposts in Manchester and Birmingham.



*Santa wears a festive mask to elbow bump with a young shopper. Image courtesy of Selfridges*

Reflecting the times, promotional images show Selfridges Santa wearing a face mask while he greets a young shopper. He also poses with a wreath made from pre-owned ornaments.

Selfridges included more than 1,000 different product lines in the sustainable collection for the Christmas Shop. Dozens of brands are featured, including artisan and small enterprises based in the United Kingdom.

The selection includes items made with recyclable materials such as glass or paper, while others are handmade. Goods are labeled with their sustainable credentials, such as forest-friendly or plastic-free.

In addition to ornament wreaths, other sustainable decorations use handmade felt and hand-painted paper mch figurines. All of the crackers sold this holiday will be sold in fully recyclable packaging, without single-use plastic and suggestions on how to "upcycle" the packaging for future use.

The focus on environmentally-friendly Christmas gifts reflects Selfridges' latest commitment to sustainability.

This summer, Selfridges introduced its "Project Earth" with the hopes to change how shopping is done by 2025 by focusing on environmentally-impactful materials and circular retail models. The project is also guided by Selfridge's commitment to science-based targets and achieving net-zero carbon by 2050, under the guidelines of the Paris Agreement ([see story](#)).

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