

RETAIL

Selfridges unveils new windows symbolizing appreciation of nature, future

April 9, 2021



Selfridges has unveiled its new windows four days before its reopening. Image credit: Selfridges

By LUXURY DAILY NEWS SERVICE

British department store chain Selfridges has unveiled new window displays several days ahead of its reopening as a tribute to the pleasure and optimism found in nature.

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The new windows are a large-scale interpretation and representation of the store's 2021 creative theme, "Good Nature." The theme, illustrated across 20 windows, is a celebration of pleasure in nature, based on optimism for a future rich with restoration and growth.

Good Nature

The Selfridges location in London is reopening on April 12 after experiencing multiple closings over the past year due to the COVID-19 pandemic. The department store has unveiled its new windows several days before reopening, fostering consumer excitement for the big return.

The windows speak to the great outdoors with their wide, unpredictable and awe-inspiring range of offerings.

The display aims to illustrate feelings of escapism and appreciation for nature. They will also feature outdoor activities like camping and climbing, an ode to natural activities that have grown in popularity since the start of the pandemic.

Other windows will feature formal garden traditions, mazes, and abstract and colorful depictions. Even lawn gnomes and hosepipes are making an appearance against a backdrop of checkerboards and stripes.

The department store commissioned British artist Jonathan Schofield to fill three windows at its Orchard Street location. The artist produced a mixed media installation that features original works, digital screen prints and fabric banners.



The windows are inspired by the pleasure and optimism found in nature. Image credit: Selfridges

Selfridges has also partnered with SoulCycle to open its first outside studio in the United Kingdom behind the Oxford Street store, offering consumers another form of outdoor enjoyment. Additionally, the department store is launching a new gifting concierge service, offering specially curated experience packages from floristry workshops to children's parties in the toy department and more.

The "Good Nature" theme is the latest reflection of Selfridge's excellent relationship with nature and sustainability practices.

Last August, Selfridges announced its initiative, "Project Earth," which hopes to change how shopping is done by 2025 through 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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