

RETAIL

Selfridges expands services to include weddings

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Selfridges will begin offering wedding ceremony services in London. Image credit: Selfridges

By LUXURY DAILY NEWS SERVICE

British department store chain Selfridges is launching a unique wedding experience for couples looking for a non-traditional ceremony.

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The retailer describes itself as a social space, a place for friends and where everyone is welcome. With this in mind, Selfridges is committed to bringing people together again by offering new ways to celebrate the special experiences many have been missing over the past year.

"We're driven by making our customers' worlds brighter through unforgettable experiences," said Rebecca Warburton, director of events and customer experiences at Selfridges, in a statement. "For those looking for a truly unique way to get married this summer, we're excited to launch weddings at Selfridges.

"Bringing together some of our amazing experiences, we can't wait to create custom packages in celebration of people's love for each other."

Say "I Do"

As newly engaged couples are struggling to find wedding venues, a new trend for alternative, more intimate celebrations has emerged.

Not only is Selfridges offer a solution that responds to a high demand for wedding venues, it will also consider alternatives for couples seeking non-traditional ways to celebrate their love.

A newly acquired wedding license will allow ceremonies to be hosted in the grade II listed building on Oxford Street for a limited time this year, with three curated micro-wedding packages available: Just-The-Two-Of-Us, Earth Lovers and All-Out Extraordinary.



Selfridges London. Image credit: Selfridges

The Just-The-Two-Of-Us package is designed for those seeking a small and understated ceremony and reception for the couple and a maximum of four guests. The package includes beauty and grooming appointments, exchanging of vows in the Wedding Suite and a wedding breakfast hamper for the couple and their guests.

The Earth Lovers package is for those seeking a more sustainable event with a maximum of 20 guests. Ahead of the ceremony, couples will have a one-to-one Resellfridges appointment to find vintage or rented wedding attire, and will enjoy a three-course meal at The Brasserie of Light on the wedding day.

The All-Out Extraordinary package includes an extravagantly-styled Wedding Suite in front of 20 guests, with the ceremony officiated by drag icon Jonny Woo. The package also includes a three-course meal in a private dining room and an in-house DJ.

All ceremonies will take place in a dedicated Wedding Suite on the fourth floor of Selfridges London, which will be made over for each wedding depending on the chosen package.

As part of resale initiative Resellfridges and Selfridges' Project Earth commitment to explore circular retail models ([see story](#)), The Corner Shop will see a wedding takeover this August. It will include a specially curated collection of vintage and pre-owned womenswear, menswear and accessories for the wedding party and guests as well as those getting married.

The Wedding Shop will offer unique gift lists and customers will be able to make appointments for wedding day makeovers, styling appointments, custom-made floral arrangements, canap consultations and more.

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