

RETAIL

Selfridges launches pre-worn wedding shop

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Rental options are available for both brides and grooms. Image credit: Selfridges

By LUXURY DAILY NEWS SERVICE

British department store chain Selfridges is spreading the love with its new wedding shop where consumers can buy or rent secondhand wedding wear.

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The "Resellfridges: The Wedding" pop-up shop will be available for five weeks at the flagship store on Oxford Street in London, and will sell apparel for brides, grooms and guests. Consumers can also buy items from the shop [online](#), from several offerings including pieces from Alexander McQueen, Yves Saint Laurent, Vout Vintage and more.

Taking something borrowed to a new level

Selfridges is partnering with rental service [Hurr](#), helping every wedding participant from guests to brides identify their perfect fit without having to commit to a forever purchase. The pop-up shop opens today.

The selection includes designer dresses, men's wear suits, vintage wedding rings and accessories.



Vivienne Westwood corset and skirt, available at the Resellfridges Wedding pop-up. Image credit: Selfridges

The announcement comes with more great news for fashion fans, as the department store is also now allowing people to get married at the Oxford Street store.

In May, Selfridges launched this unique wedding experience for couples looking for a non-traditional ceremony. The retailer describes itself as a social space, a place for friends and where everyone is welcome. 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 ([see story](#)).

Selfridges' latest circular wedding push is part of the store's Project Earth campaign.

Through "Project Earth," Selfridges 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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