

RETAIL

Selfridges launches clothing exchange pop-up

July 12, 2023



This latest programming is part of Worn Again, a sustainable event series taking place from April 2023 to this upcoming August. Image credit: Loanhood/LinkedIn

By LUXURY DAILY NEWS SERVICE

British department store **Selfridges** is continuing to advocate for circularity.

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

Teaming up with United Kingdom fashion rental service Loanhood, the retailer is providing consumers with the chance to engage in a clothing exchange until July 30, 2023. With complimentary tickets, this free programming is part of Selfridge's Worn Again, a secondhand event series taking place from April 2023 to this upcoming August.

Swap in-shop

In partnership with Loanhood, Selfridge's London swap shop covers menswear and womenswear.

Taking over the fourth floor's lounge space, customers can now exchange their own clothing pieces for new pre-worn items. Everything must have a resale value between 50 and 300 euros each, or approximately \$55 and \$330 by current exchange, as determined by Selfridge team members.

Shop with what you've already got at our swap shop in **#Selfridges** up 10pm weekday nights. Swap that once-loved item for your next obsession and keep fashion circulating **#reselfridges** **#sustainablefashion**

<https://t.co/pWt9XKWJKH> pic.twitter.com/BaRNrqgf1C

LOANHOOD (@LoanhoodLondon) July 11, 2023

Stamps are issued by the employees, which can be used as currency to buy pre-owned items being exchanged in-store. Visitors can hold onto their stamps for another day if they do not see anything they want to use them for at the moment.

Though swimwear, customized pieces, accessories and footwear are not included in the offering, up to five items

of clean clothing can be swapped per ticket. Not all brands are accepted, but donation and repair options are available for those whose items are turned away no refunds or returns are offered either.

Tickets to the exchange event are free and come with a two-hour time slot each. The bookings offered are morning slots from 10 a.m. to 1 p.m., afternoon slots from 1 p.m. to 5 p.m., evening slots from 5 p.m. to 8 p.m. and Sundays from 11 a.m. to 5 p.m.

[View this post on Instagram](#)

A post shared by Elyse Blackshaw (@elyseblackshaw)

Various activities are taking place on Thursday evenings, such as sit-downs with fashion illustrators.

Those interested can reserve their spot at <https://www.selfridges.com/GB/en/features/info/stores/events/a-swap-shop-by-loanhood-at-selfridges-london/>

This is the first time that Loanhood has opened up a swap shop at Selfridges, London serving as the final location for a string of slots enacted by the partnership. Most recently, the takeover was happening in Manchester for three weeks.

Since April 2023, the retailer has been testing out various circular concepts, pop-ups and partnerships in a green wave. In May of this year, Selfridges opened up The Stock Market at the Corner Shop, a space similar to this current programming, though with a notably financial theme ([see story](#)).

As demand for peer-to-peer shopping options increases in the face of economic crises and global instability, time will tell if Selfridges enacts more permanent swap options for consumers.

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.