

RETAIL

## Selfridges Unlocked grants customers enhanced brand access

July 14, 2023



*The offering is inspired by the brand's founder, who throughout the retailer's opening in the early 1900s, gave keys to clients so that they would feel at home. Image courtesy of Selfridges*

By LUXURY DAILY NEWS SERVICE

British department store **Selfridges** is introducing a new program.

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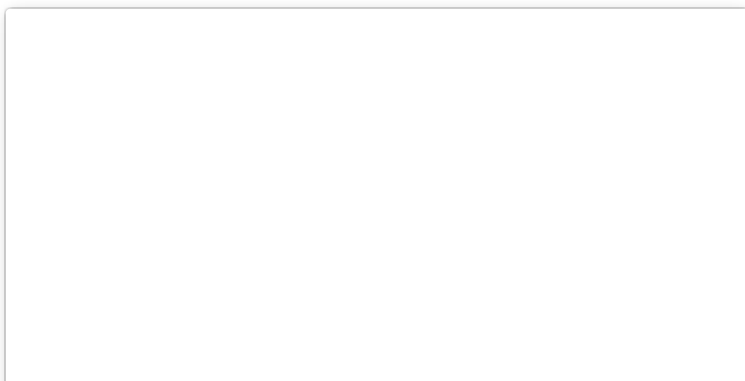
Offering access to product launches, event invites, news updates and free shipping on orders, Selfridges Unlocked grants customers fresh perks. Open to all, those who join attain Keyholder status in a nod to the company's founder, Harry Gordon Selfridge.

### Key points

Those who sign up for Selfridges Unlocked can expect exclusive touchpoints and shopping experiences, getting to secure new releases and sign up for activations before anyone else.

The program is inspired by Mr. Selfridge himself, who throughout the store's opening in the early 1900s, gave keys to customers so that they would feel at home. In a modern twist, a Selfridges Key is provided to signees, a QR code that can be added to the Wallet app.

Keyholders can unlock events, services and drops, and on a monthly basis, are entered into a drawing to win a day's worth of Selfridges experiences.



[View this post on Instagram](#)

A post shared by Selfridges (@theofficialselfridges)

Those who sign up for the program now will attain access to a summer line-up, comprised of beauty master classes, first looks at new products, a children's holiday camp, entrance to its inaugural swap shop ([see story](#)), early access to upcoming film releases, supper clubs, a sneak peek of Selfridge's London Corner Shop residencies and curated experiences made in collaboration with the Manchester International Festival.

Thanks to a partnership with United Kingdom-based charity Centrepoint, a donation is also automatically made with every purchase the organization provides support and accommodation for the nation's homeless young people between the ages of 16 and 25. The retailer is backing each contribution on behalf of the Keyholders.

Signing up for Selfridges Unlocked is free, and can be done at <https://www.selfridges.com/GB/en/features/selfridges-unlocked/>.

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