

RETAIL

Selfridges opens Barbie Dreamhouse in London Corner Shop

July 21, 2023



The retailer's London flagship Corner Shop is getting a Barbie-themed makeover, bringing the iconic Dreamhouse to life. Image credit: Selfridges

By LUXURY DAILY NEWS SERVICE

British department store **Selfridges** is collaborating with one of the biggest films of the year on an in-store event.

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Opened as of July 17, the retailer's London flagship Corner Shop has received a Barbie-themed makeover, bringing the character's iconic Dreamhouse to life. To celebrate the film's arrival on July 21, The Cinema at Selfridges will begin screening the selection running from release day through Aug. 3, 2023.

Harnessing Kenergy

Pink hues aplenty, the iconic toy has landed in her fabulous abode at London's second-largest department shop. The space comes complete with a dressing room, lounge, beauty salon and toyshop.

The pop-up replicates scenes from the new film's fantastical world while paying homage to the play sets that came before. A photo op setup places guests, turned into "Kens" and "Barbies," in the center of a pink Corvette replica, in another ode to the highly-anticipated movie.

Amid the activation's beauty salon, guests can be turned into one of the iconic dolls by a team of professional artists, offering makeup sessions, manicures, hairstyling services and personalized hair accessories. Appointments at the parlor must be scheduled in advance and can be booked via Selfridges' website.

Visiting the dressing rooms lets guests play out their dress-up dreams, and features rentable looks. Toys and play sets can also be found here.

The lounge, located inside Selfridges' Oxford St. entrance, displays costumes from the cinematic release. The retailer's "Toyshop on 4" contains a miniaturized replica of the Barbie Dreamhouse; the retailer's Manchester Trafford and Birmingham stores also feature a version of the home.

The in-store event will be available to the public until July 29. Selfridges Unlocked ([see story](#)) Keyholders can receive free candy at their showtime with their proof of membership and ticket, in a deal ending July 30.

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