

RETAIL

## Selfridges counts new music venue, exclusive partnerships, print magazine among fall launches

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*Throughout September and October 2023, the company is connecting to consumers with a campaign entitled "Yellow Pages." Image courtesy of Selfridges*

By LUXURY DAILY NEWS SERVICE

British department store Selfridges is launching its fall/winter 2023 campaign.

The retailer is presenting "Yellow Pages," referencing the resource as a means of highlighting how each of its physical and digital locations act as "a directory of now, showcasing the latest in fashion, design and culture." Among a wide range of innovative installations slotting in under the initiative, Selfridges will debut a one-off print magazine, accessible window displays and permanent music venue alongside partners such as independent film production A24, Instagram star Beka Gvishiani, German-founded fashion house Jil Sander, and Italian fashion label Versace, kicking off festivities this month.

"This September, through Yellow Pages, Selfridges becomes a directory of fashion and culture with a kaleidoscopic curation of experiences and cultural collaborations, coming to life in our stores, digitally, across our windows and in a new print publication," said Laura Weir, executive creative director at [Selfridges](#), in a statement.

"We're positioning ourselves at the epicenter of a new season and cultural conversation, helping customers to navigate straight to the good stuff."

In the now

For the occasion, Selfridges has collaborated with British creative director Richard Turley, founder of *Civilisation* and editorial director at *Interview Magazine*, on the creation of a 72-page print delivery.

Available for free, the *Yellow Pages* publication will camp out at Selfridges' London, Manchester and Birmingham Selfridges locations and at various out-of-store spots like Shreeji Newsagents on Chiltern Street, Unitom in Manchester, The Newgen show space at the Old Selfridges Hotel and Factory International in Manchester.

Audio and digital versions are available at <https://www.selfridges.com/GB/en/features/yellow-pages/>.

Additionally, throughout September and October, Selfridges is rolling out an engaging lineup of partnerships,

physical activations and projects, throwing autumn's hottest products into the mix.



*Teaming up with creatives, luxury brands, chefs, graphic designers and more, Selfridges is getting at the heart of what's new in culture with its Yellow Pages campaign. Image courtesy of Selfridges*

Standing as an entirely new concept, the retailer is launching Selfridges Lounge.

Opening Sept. 8, the retailer's permanent London event space will introduce new talents via a series of 24 events and a bookable program of talks, showcases and DJ sets, with U.K.-based artist Jamz Supernova Selects chosen for its first residency.

Coming to Selfridges' Corner Restaurant on Sept. 22, chef Jackson Boxer of culinary operations like Brunswick House and Orasay brings an exclusive experimental, seasonal menu to existing tables.

Even store windows will be a part of the activities.

Over the next few weeks, the external-facing interior feature will become a "platform for collaborators and the key cultural moments" – A24 is due to commemorate the 40<sup>th</sup> anniversary and rerelease of the Talking Heads documentary "*Stop Making Sense*" with a branded display, while work from Mr. Gvishiani, founder of "Style Not Com," reaches the U.K. for the first time with an installation that will provide commentary on London Fashion Week using his signature all-capital lettering.

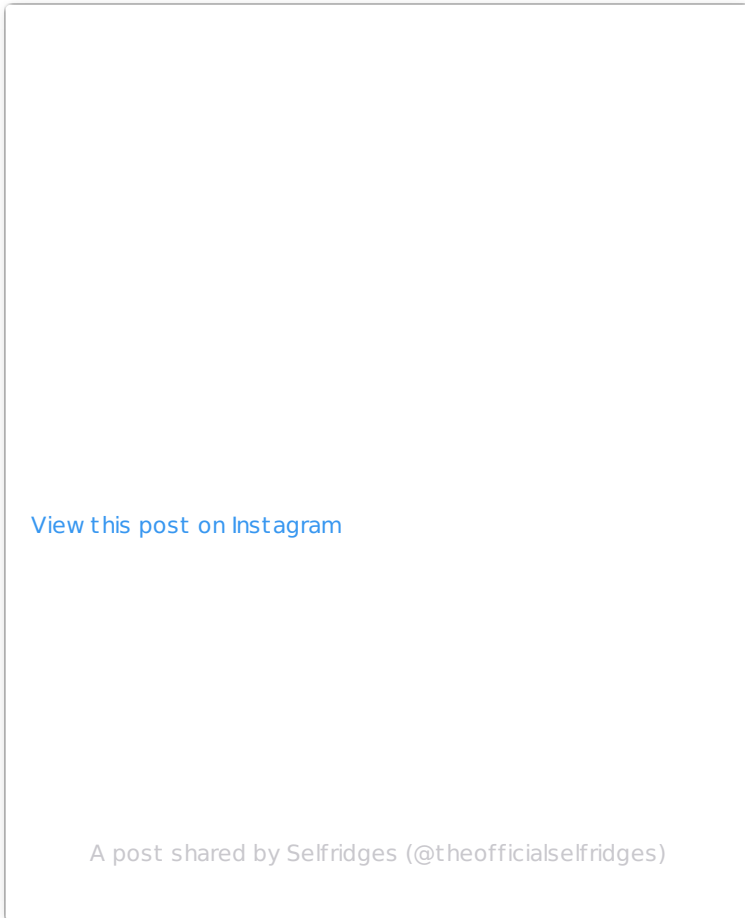
The department store's windows will also have audio displays for the first time. Headlines from the Yellow Pages "zine" will guide the exercise.

Luxury brands such as Versace and French fashion house Nina Ricci ([see story](#)) – designer Harris Reed's debut collection for the house will arrive at Selfridges – will participate throughout the months as well, showing up with their own shop-in-shops and product drops.

"Kiosk," a temporary concept store and cafe by Jil Sander housed under the Duke Street Canopy, will share limited-edition books and magazines from writers, poets, and graphic designers selected in collaboration with creative director duo Lucie and Luke Meier and presented to the public for the first time.

The Old Selfridges Hotel will host the current cohort of Newgen, the British Fashion Council's emerging designer initiative, during this month's London Fashion Week proceedings.

Program alums Christopher Kane, Erdem, Mary Katrantzou & Roksanda and others have donated signature prints to a limited-edition run of keepsakes, now available at Selfridges.



This is all made possible thanks to Yell, which lent the Yellow Pages name.

Though the directory ceased publication in 2019, the telephone directory served as a staple among British households for over five decades.

Now, the department store has secured a project name that encapsulates its creative approach to connecting clients with the season's hottest products.

"Yell has evolved a lot since we delivered the final copies of the Yellow Pages in 2019, but we'll never forget how the business started, and we can't think of a better brand to bring back those origins with, than Selfridges," said Luke Taylor, co-CEO of Yell Ltd., in a statement.

"The parallels between both businesses go deeper than just the yellow and black branding, as both of us have been a constant in British life for decades now and have always been focused on offering the very best to our customers be it helping someone to find the perfect outfit, or the ideal business for a variety of needs."