

RETAIL

Selfridges London opens holiday shop

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The 4,000-square-foot festive destination makes its seasonal debut three weeks earlier than last year's setup. Image courtesy of Selfridges

By LUXURY DAILY NEWS SERVICE

British department store [Selfridges](#) is spreading holiday cheer ahead of schedule this year.

Citing an increase in online searches for Christmas-related searches, a themed activation arrives early, as the retailer seeks to get ahead of a highly-anticipated shopping season. Now open on Oxford Street, the 4,000-square-foot Christmas Shop at the Selfridges flagship features a festive array of more than 1,300 decorations and ornaments as a suite of personalized services and solutions encourage offline stops.

Make merry

Launching in September, 100 days before the observance, the Christmas Shop sits on the lower ground floor of the luxury department store's cornerstone location.

The flagship space is live three weeks earlier than last year's installation as Selfridges attempts to meet demand, citing an increase in Christmas-related searches at [Selfridges.com](#).

The company shares that searches for decorations are also up, with advent calendar inquiries surging 24 percent this season, as compared to 2022.



The flagship space is live three weeks earlier than last year's installation. Image courtesy of Selfridges

This year's event is guided by six themes such as, for instance, "Foodie favorites," which transforms various edible arrangements

into tree ornaments.

While a Gen Z-focused selection involves trendy stocking stuffers fit for a younger crowd, an exclusive series of collections made by local artisans comprise a "Made in the U.K." concept.

Of all Christmas Stock items in stock this year, 60 percent feature the store's sustainable Project Earth label, and are exclusive to Selfridges, not to be found anywhere else nationwide.

"Celebrating Diversity," "A Conscious Christmas" and "Personalization" round out the product categories, the latter offering shoppers gift customization options.



In-store, a wide range of items can be customized to fit the names of giftees. Image courtesy of Selfridges

At the dedicated Christmas Shop desk, visitors can apply a recipient's name to sacks, stockings and gift wrap, among other items.

Growing its ornament assortment 12 percent year-on-year, a special-edition "Selfridges yellow bag" ornament, which sold out last year, is one of 10 "Selfridge Icons," or in-demand products, intended to further drive and incentivize gift-givers browsing the luxury grounds.

Earlier this month, U.S. retailer Neiman Marcus launched its holiday campaign and corresponding in-store activations ([see story](#)).

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