

RETAIL

# Selfridges celebrates theater with holiday activation

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A series of exclusive, limited-edition collectibles are available as a part of the collaboration. Image credit: Selfridges

By LUXURY DAILY NEWS SERVICE

British department store [Selfridges](#) is launching a new holiday display starring an award-winning theatrical musical.

In collaboration with London's West End Theatre production of *Cabaret*, "Cabaret: The Kit Kat Club at Selfridges" brings an exclusive bar experience to "The Lounge" on the storefront's fourth floor. The activation builds off of the overarching holiday celebration the retailer is currently running, adding a new visual element to the show.

## Stage play

The official Champagne partner of "Cabaret at the Kit Kat Club," LVMH-owned Mot & Chandon, is back to present a menu of small plates, cocktails, wine and cuves for the experience.

Alongside this, a series of exclusive, limited edition collectibles, including candles from independent candlemaker Cova London, tins by Mot & Chandon and bottles of gin from La Distillerie de Monaco, all themed around the collaboration, are available at London's Selfridges location.



Dancers from the musical's prologue will appear within the activation throughout each day. Image credit: Selfridges

The new opening is said to be imagined by "Cabaret at the Kit Kat Club" set and costume designer, Tom Scutt.

As a part of this year's holiday activations, all under the theme of "Showtime," a series of stages were constructed in the retailer's annual window displays ([see story](#)). *Cabaret* claims one of these spots, where dancers from the West End rendition will periodically appear and perform for onlookers throughout the day.

Opened Nov. 29, "Cabaret: The Kit Kat Club at Selfridges" will remain open for five weeks from 12 p.m. to 10 p.m. each day; reservations are available now on the storefront's [website](#).

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