

RETAIL

Herman Miller affiliate sets up shop at Selfridges

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Now open, Hay's apartment-like concept space takes up nearly 4,000 square feet of the retailer's ground floor. Image credit: Selfridges

By LUXURY DAILY NEWS SERVICE

Collections from a company co-owned by American home furnishings company Herman Miller are now live at British department store Selfridges.

Launched on Jan. 22, 2024, Danish design brand Hay has set up an apartment-like concept at the retailer's London store. The contemporary's biggest sales destination to reach the U.K. to date will give shoppers access to furniture and lighting products, plus accessories, the available assortment totaling more than 600 items.

"We're thrilled to be welcoming Hay's house concept to the store," said Eleanor Gregory, home buying manager at [Selfridges](#), in a statement.

"Hay are leaders in the interiors and lifestyle sphere, always evolving and reinventing their collections with an expert understanding of how to make great design accessible and relevant for every day," Ms. Gregory said. "We are excited to open the doors to this unique and immersive destination created by the Danish design powerhouse."

Welcome home

Hay's new experiential moment allows guests to get a feel for apartment living.

Taking up nearly 4,000 square feet on the lower ground floor of Selfridges, the layout brings a range of products for the kitchen, living room and bathroom into one space.



Hay's Selfridges pop-up experience allows guests to get a feel for apartment living. Image credit: Selfridges

Designed to resemble the Hay House, the homeware business's Copenhagen flagship, the residency will remain in place for seven months.

From sofas to lamps, shelving to chairs and vases to clothes hooks, the selection is available in-store and stocked [online](#).



The expansive concept immerses guests in a tangible living space. Image credit: Selfridges

Herman Miller acquired a majority stake in Hay in 2019, taking a piece of the operation, which crafts modern, minimalist pieces. The aesthetic remains popular among property owners looking to outfit their luxury units ([see story](#)).

"London has always been a special place for HAY, so we are delighted to bring a little bit of Copenhagen to the city with a 7-month residency at Selfridges," said Mette and Rolf Hay, cofounders of Hay, in a joint statement.