

RETAIL

# Dries Van Noten to install window displays at Selfridges

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*The creative project additionally celebrates Dries van Noten's new 750-square-foot corner at Selfridges. Image courtesy of Dries Van Noten*

By LUXURY DAILY NEWS SERVICE

Belgian fashion house **Dries Van Noten** is inaugurating an expanded presence at British department store chain Selfridges' London Oxford Street flagship.

Entitled "Dancing Drapes," 14 window displays will soon highlight patterns, fabrics and fragrances from the ready-to-wear brand's newest collections. It will remain on view from Jan. 16-Feb. 24, ending on the last official day of London Fashion Week.

## Kinetic energy

The oversized backdrops featured in the street-level panes are designed to ripple with invisible air currents. Each vitrine emphasizes the interplay between movement, texture and light.

Three of the windows will highlight the brand's best-selling scents: Soie Malaquais, Rock the Myrrh and Camomille Satin.



*Invisible air currents will allow the fabric to ripple. Image courtesy of Dries Van Noten*

Calling the site a "choreographed wind installation," the creative project additionally celebrates Dries van Noten's new 750-square-foot corner at Selfridges, which can be found on the second floor and showcases both menswear and womenswear.

Dries Van Noten will continue scaling its retail footprint in London with the opening of its first standalone store, set to debut in

2025.

In December 2024, the brand promoted 33-year-old Belgian designer Julian Klausner, who takes over for the namesake label's founder, to the role of creative director ([see story](#)).

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