

RETAIL

# Revamping membership program, Selfridges to reward shoppers for time spent in-store

February 18, 2025



*The Selfridges Unlocked membership program debuted in 2023. Image credit: Selfridges*

---

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British department store chain Selfridges is providing more perks to its customers.

The company is revamping its loyalty program with a suite of new features. Selfridges Unlocked members, dubbed "Keyholders," can now collect rewards for spending time and tender shopping in-store and attending various bookable services and special events.

"We're thrilled to be launching the new version of Selfridges Unlocked, a globally unique membership proposition that rewards customers the more they shop and spend time with us," said Leonie Foster, chief operating officer of [Selfridges](#), in a statement.

"It's a real innovation and a first within the industry," Ms. Foster said. "It's free to join and everyone is welcome to become a Keyholder."

"I'm really excited about how the recognition of time spent with us will help to bring the ever-expanding Selfridges universe to life for our customers."

## Living large

Customers who join the free membership program can amass points, called "Keys," to help them rise up the ranks at Selfridges and unlock greater access to the retailer.

The key motif harkens back to founder Harry Gordon Selfridge handing out keys to the store on its first days of operation in 1909. Today, guests can gain invites to exclusive events and experiences with those keys.



*The top level of the membership program is referred to as "VSP," or Very Selfridges Person. Image credit: Selfridges*

Some of the perks formerly granted to Unlocked keyholders include a screening of a Versace fashion show within The Cinema at Selfridges, the ability to shop in-store during off-hours, early access to exclusive merchandise and a meet-up with English singer and designer Victoria Beckham.

While guests can gain keys from their purchases, they can also obtain special virtual currency from visiting the department store's theater, additionally receiving compensation from the program by partaking in activities such as skateboarding sessions at The Bowl and consultations at The Beauty and Experience Concierge, or by dining at a bevy of British landmarks and eateries, including Brasserie of Light, Din Tai Fung, Fumo, Alto and the San Carlo Champagne Bar.

Selfridges states that there are multiple ways to climb the rankings. For example, shoppers can reach the top Unlocked tier by, for instance, spending 10,000 pounds, or \$12,600 at current exchange, in a year at the store or online or by visiting one of the program's accepted locations 200 times.

Very Selfridges Persons, or "VSPs," will also land access to complimentary parking and concierge services, clothing alterations and exclusive admission to The Selfridges Lounge, a laid-back restaurant and bar location in London. Selfridges Unlocked first launched in 2023 ([see story](#)).