

RETAIL

Selfridges, Disney announce festive collaboration featuring window displays, in-store experiences

September 29, 2025



The collaboration will include themed windows and two special Disney editions of Selfridges' signature yellow bag. Image credit: Selfridges

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

British department store chain **Selfridges** is embracing the holiday spirit.

The retailer is partnering with Disney on "A Most Magical Christmas," which will see festive transformations reach its London, Manchester and Birmingham stores, as well as Selfridges.com, beginning on Nov. 6. With less than 90 days until the annual observance, the Selfridges Christmas Shop is now open with an edit of Disney-themed decorations.

"We're full of excitement for this collaboration, bringing Selfridges and Disney together for a Christmas like no other," said Andr Maeder, CEO of Selfridges Group, in a statement.

"With a shared history of imagination and creativity, it's been a joy to dream up something this unique and special, working with some of the world's best storytellers," Mr. Maeder said. "We can't wait to reveal more and share the magic with our customers."

Deck the halls

Plans for "A Most Magical Christmas" include 18 themed windows, more than 60 brand partnerships and two special Disney editions of Selfridges' signature yellow bag. The collaboration will feature limited-edition items, bespoke fashion pieces and curated gift collections, alongside a large-scale facade at the London flagship.

The initiative, more than two years in the making, builds on a long history between the two brands, as Disney characters were first featured in the retailer's seasonal presentation in the 1950s.

"At Disney, we believe in the enduring power of storytelling to inspire joy, wonder, and connection, especially during the holiday season," said Tasia Filippatos, global president of Disney Consumer Products, in a statement.

"Our collaboration with Selfridges allows us to share the magic of Disney through imaginative window displays, festive experiences, and unique products, all inspired by the stories that have captured hearts for generations."



The showcase featured an assortment of artistic creations. Image courtesy of Selfridges

In May, Selfridges unveiled New Age, an initiative that invited a talented group of artists, ceramicists and filmmakers to celebrate the stages of life ([see story](#)).

© 2025 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.