

## RETAIL

# Selfridges strengthens ties with London Craft Week

May 20, 2024



Forming a new partnership with the festival, the retailer hosted an exclusive pop-up at its third-floor Reselfridges shop this month. Image courtesy of Selfridges/Tim Charles

By LUXURY DAILY NEWS SERVICE

British department store **Selfridges** is continuing to support sustainable design.

Forming a new partnership with the festival, a limited-time pop-up celebrating London Craft Week's 10th anniversary went live at the retailer's Oxford Street location last week. The activation arrives as Reselfridges, its ecosystem of circular products and services, becomes a more permanent fixture of Selfridges stores.

## Reused and upcycled

Contemporary fine jewelry, accessories and homeware filled the pop-up, now permanently located within the Accessories Hall at Selfridges London, from May 13-19, 2024.

The shop sold a curated selection of repurposed, repaired and reused products made by craftspeople and creatives, many of whom are local to the area. Alongside the displays, specialists hosted demonstrations to give guests a look behind the curtain at how repurposed high-end products are made.



The selection included repurposed wearable products, as well as those meant for home decor. Image courtesy of Selfridges/Tim Charles

Among those showcasing their skills were graduates of the longrunning Chanel and King’s Foundation Metiers d’Art Fellowship, who created bespoke embroideries and embellishments and added them to eight upcycled tops from British shirtmaker Turnbull & Asser.

Other participants included British sustainable homeware brand Blast Studio, London-based textile artist Celia Pym and fine jewelry house Anabela Chan. While the draw of exclusivity has rendered limited-time retail offerings a frequent occurrence ([see story](#)), the luxury chain’s shopping grounds are here to stay.

In April, Selfridges London’s third floor received a permanent, 3,000-square-foot Reselfridges space where “alongside second-hand and archive pieces from some of the industry’s most coveted collections, customers will find repair, resale and customization services,” it says.

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

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