

RETAIL

Selfridges opens largest-ever Christmas Shop

September 18, 2024



More than 900 decorations are offered within the storefront. Image courtesy of Selfridges

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British department store **Selfridges** is spreading holiday cheer early this year.

The annual Christmas Shop is back and bigger than ever, taking up 22 percent more space than the 4,000-square-foot, 2023 incarnation. Open now, the festive retail pop-up resides on the ground floor of the company's Oxford Street location in London once again.

Decking the halls

The 2024 Christmas Shop houses more than 900 pieces of seasonal decor, each taking on a maximalist aesthetic.

From wall to wall, the spot offers a wide-ranging, avant-garde selection of tree ornaments, themed packaged food, personalizable gifts, cards, gift wrap and advent calendars. Of the pieces available to consumers, 60 percent are exclusive to Selfridges and not on sale anywhere else in the United Kingdom.



The space aims to immerse customers in the holiday spirit. Image courtesy of Selfridges

Within the holiday storefront, visitors will find a winter wonderland complete with tinsel, colored fairy string lights, spinning Christmas trees, toy trains running on tracks around a model village, cuckoo clocks and festive scents. It also offers a "personalization grotto" where consumers can customize select ornaments, stockings and wrapping paper.

The space opened on Sept. 16, 100 days out from the holiday, the timing is in line with the early availability that headlined last year's incarnation of the opening, as Selfridges seeks to meet rising consumer demand for Christmas-related products ([see story](#)).

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

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