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# The New Standard: *A Year of Meaning*

**SELFRIDGES & CO**



**“Treat the customers as  
guests when they come  
and when they go, whether  
or not they buy.”**

**Henry Gordon Selfridge**

(A-Z Quotes, 2024)

*Iconic Yellow Bag*



*Selfridges Unlocked*



*Christmas Pop-ups*

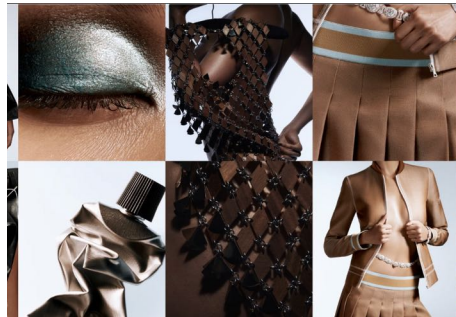


*Cinema*



*Corner Shop*

**SELFRIDGES & CO**



*Reselfridges*

*Figure 1*



# First Look

## at Selfridges

**W**ith more than a century of existence, the well-known upscale department store has made a name for itself as a hub for community and trend-setting. Harry Gordon Selfridge saw the need to turn a department store into a destination so that people could enjoy shopping once more. He was a pioneer in the field of experiential retail, which allows customers to come together for more than just clothing purchases. The motto of Selfridges is “Everyone is Welcome.” Today, Selfridges is a representation of innovation in British retail, drawing tourists from all over the world to discover the remarkable world that Harry Selfridge built.

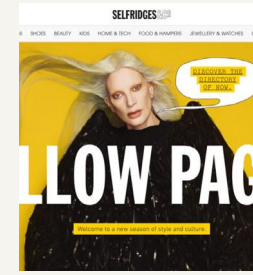
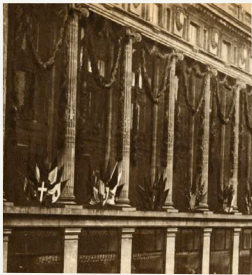
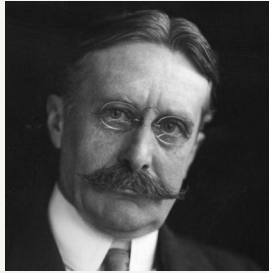
1909: Selfridges was created

1920s: Live performances are introduced

1993: Iconic yellow bag created

2009: 100-year birthday party

2010 - 2016: Purpose-led initiatives; Project Ocean, No Noise, Body Studio, and "everyBODY."



1910: In-store restaurants, so women can eat independently

1972: Hotel is created, expanding into experiences

2003: Acquired by Weston Family

2009: Selfridges goes online

2019: Modernizing retail; sustainability

Figure 2

# SELFRIDGES DNA

*Embrace every self*    **Respect our world**    *Future-focused*

Everyone is welcome    Fun shopping    **Destination**

**Extraordinary experiences**    *Curiosity*

*Cultural center*    Reselfridges    *Better future for people & planet*

**Wonder Room**    Customers experience    *We are curators*

Independent & small businesses    **DE&I**    Openness    Social hub

*Creativity & Innovation*

Creative spirit    18 stores, 4 brands    **Landmark**

*Collaboration*    Nurture our people    Reinvent retail

**Community**    Global + local    *Sustainability*

*Restaurants & cinema*

# So, What's The Problem?

The British high street saw a sharp downturn between 2016 and 2021, losing 83% of its department stores as customer expectations and habits changed (Taylor, 2021). Selfridges not only survived but also expanded despite this major change, posting a 29% increase in revenue during that period (Deol, 2024). Selfridges is an effective example of how to innovate and adapt in order to stay relevant while the rest of the industry faced challenges.

But despite its tenacity and ongoing expansion, Selfridges now faces a new obstacle: shifting consumer expectations for luxury and experiences. To define modern luxury in the contemporary world, Selfridges must adopt a new strategic approach.



# GAPS

**7%** drop in revenue due to a loss of tourist shopping revenue and tax revenue (Guardian, 2025).

**Heavy reliance** on local audience to compensate the loss of international tourists.

**Growing** consumer expectations around experiential luxury (CBBE).

**Strong competitive rivalry** according to Porter's five forces with brands like Harrods, Liberty.

**Growing buying power** Consumers are able to switch between different retailers, rentals, direct-to-consumer brands.

# STRENGTHS

**45%** of future transactions will be circular by 2030 (Butler, 2022).

**Selfridges Unlocked** is a primary focus for the the brand.

**Future-facing** sustainable retail model: Public Investment Fund (PIF), 40% stake, where Thailand's Central Group now holds 60% (Pif.gov.sa, 2024).

**High brand salience** iconic yellow bag, landmark building, top-of-mind department store (SWOT Analysis)

**Experiential Differentiation** with hyperphysical retail, and immersive installations. (SWOT & CBBE)

# Framework Findings



Selfridges must capitalize on its strong brand equity, heritage, cultural relevance, and forward-thinking sustainability initiatives as competition grows, tourist spending declines, and consumer expectations shift toward authenticity and emotional value. The goal is to redefine luxury in a more intentional way and strengthen its connection throughout the customer journey.



(CBBE, SWOT, Porter's 5 Forces & Consumer Journey)

# So, What Sets Selfridges Apart?



For more than ten years, Selfridges has succeeded in redefining what a department store can be. Instead of just being a place to shop, it has evolved into a cultural destination where people can interact and have fun.

Selfridge continues to be a place where “everyone is welcome,” in contrast to its rivals, which mainly depend on tourism and luxury exclusivity.

*More than a shop*

# Young Parents, Students, Early Professionals & Locals

*Leaning into a new target audience*

*(aka Gen Z and young Millennials)*

With the decline in UK tourist spending, Selfridges has the opportunity to redefine what luxury is for and what it means. Selfridges can now concentrate on people who live, study, and grow in London rather than on expensive tourists. Selfridges has a great opportunity to boost brand loyalty because these customers appreciate intentionality and community while still feeling luxurious.



# Why Gen Z and Young Millennials?

Because they already make up most of Selfridges' demographic, and are the future of the luxury market.

By 2026, Gen Z + Millennials will make up 75% of all luxury buyers (Intel, 2024).

By 2029, they will spend £83.37B on TikTok and Instagram (Intel, 2024)

52% of UK Millennials and 42% of Gen Z make monthly purchases driven by emotion

(Briggs, 2025a).

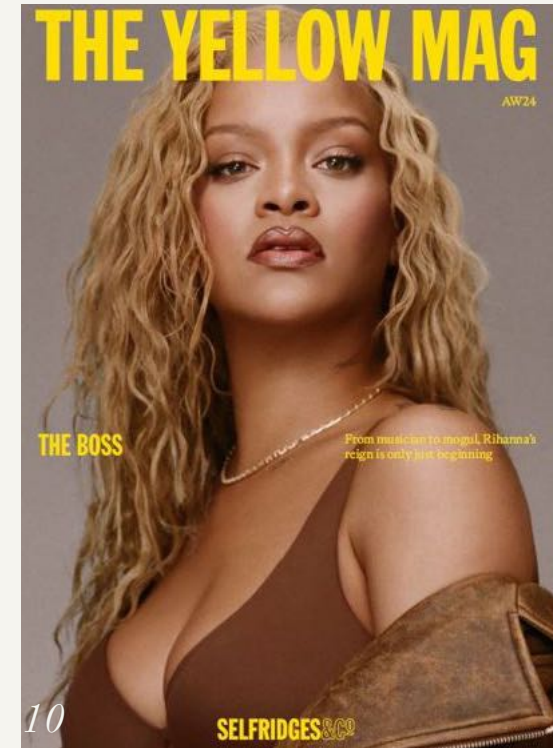


# Luxury is being redefined

The future of luxury is experiential and human.

Meaning > Material

*“Interpretation of luxury has become completely individual. No one can define luxury for others anymore” - Aaron Simpson (Quintessentially, 2020).*



**“Well-being is becoming central to how consumers live, spend and define themselves.**

*Fashion brands are responding by entering well-being-adjacent “third spaces,” but further opportunity lies in integrating these shifting priorities more holistically across the brand universe”*

*(McKinsey & Company, 2025).*

# The Big Idea

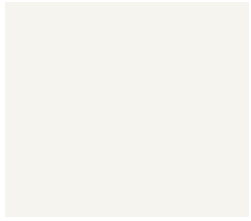
Luxury has evolved, and so must Selfridges. With global shoppers no longer serving as the primary customers, it's time to lean into London locals, particularly Gen Z and Millennials, and create a more authentic, community-driven future. This shift will also support the growth of the Selfridges Unlocked membership program.

# Redefining Luxury: A New Era

A Year Discovering What Really Matters



**SELFRIDGES & CO**



*Community*



*Family*



*Vibes*



*Happiness*



*Calming*



*Heritage*

*Figure 3*

# “Everyone is Welcomed”

This campaign positions Selfridges as the center for “*Everyday Luxury*,” designed for young adults and young families who want to make memories without needing to buy to feel luxurious.

*Members of the Redefining Luxury Group on Selfridges Unlocked gain exclusive access to a year of curated experiences shaped around the new era of luxury.*



# The definition of luxury is evolving:

Luxury Today  
Means...

Time. Care.  
Community.  
Creativity.  
Comfort.

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# Time Well Spent

The Art of Slowing Down

*A January Campaign*



Luxury = Time and Presence

**SELFRIDGES**&CO

Selfridges becomes a space where you can pause and be in the moment.

## Slow Shopping Hours

Quiet weekend mornings exclusively for 100 young parents with children under 10.

## 'Pause Here' Break Spaces

Comfy chairs, stroller-friendly layouts and built-in children's spaces designed to make shopping relaxing.

## Mindful Moments Pop-Ups: Wednesdays

Weekly wellness activities running all day:

Week 1: Breath Workshop

Week 2: Aromatherapy

Week 3: New Mother's Yoga

Week 4: Group Conversation & Reflection



Figure 4

*Target Audience: University Students (18 - 24)*

Selfridges becomes a space where you are noticed and attention is personal.

### **Wednesday Night Speaker Series**

A weekly GenZ-focused event to inspire the next generation of leaders, with guest speakers - *Steven Bartlett, Jenk Oz, Matilda Djerf, Zoe Sugg, and Jay Shetty*. This series will spark conversations about motivation and support in their stages of adulthood.

### **Feel Good Weekends for Students: Discounts**

Weekend 1: Beauty and wellness services.

Weekend 2: Tickets at the Cinema

Weekend 3: Restaurants

Weekend 4: Skate Bowl Experience

*The discounts on services differ depending on the specific service brands at Selfridges.*

*All sign-ups require a valid student ID.*

# **Intentional Care**

The Art of Being Seen

*A March Campaign*



Luxury = Being Supported and Looked After

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**WEDNESDAY NIGHT SPEAKER SERIES**

A weekly GenZ-focused event to inspire the next generation of leaders, with guest speakers -

Steven Bartlett, Jenk Oz, Matilda Djerf, Zoe Sugg, and Jay Shetty

**SELFRIDGES**



**SELFRIDGES** Search Selfridges...

Christmas New in Women Men Bags Shoes Beauty Kids Home & tech Food & hampers Jewellery & watches Gifts Resetfridges

**FEEL GOOD WEEKENDS FOR STUDENTS**

**DISCOUNTS**

- Weekend 1: Beauty and wellness services
- Weekend 2: Tickets for the Cinema
- Weekend 3: Restaurants
- Weekend 4: Skate Bowl Experience

The discounts on services differ depending on the specific service brands at Selfridges.  
All sign-ups require a valid student ID.

Figure 5

# Community Connections

The Art of Finding Your People

*A June Campaign*



Luxury = Community & Belonging

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Selfridges becomes a space where you can feel at home in a new city.

## **After-Hours Local Market: Weekends at 7 PM**

Selfridges transforms into an after-hours spot with a market that highlights London-based brands and local food stalls. It becomes a welcoming space and allows them to experience the local culture all in one place.

## **New-to-the-city dinner tables**

An intimate dining experience for 100 newcomers seated at circular communal tables throughout the store. The goal is to meet new people, share stories, and help build their London community.



Figure 6

*Target Audience: Young Professionals, Students & Creatives*

Selfridges becomes a space where you are able to create and be yourself.

### **Wednesday Night Speaker Series**

A panel featuring the CEO, CMO, and senior creative leaders from Selfridges. Guests will learn about various career paths, receive portfolio help, and understand the importance of creativity in business. The panel will be led by *Ben Francis*, founder of Gymshark, who emphasizes the role of creativity in success.

### **Graduate Showcase: Fridays at 7 pm**

London's graduate programs - including Vogue College of Fashion, Sotheby's, King's College, and Imperial, etc - showcase their work from the year.

# **Creative Freedom**

The Art of Being Yourself

*A September Campaign*



Luxury = Self-Expression & Opportunity

**SELFRIDGES&CO**



**WEDNESDAY NIGHT  
SPEAKER SERIES**

SELFIRDGES PRESENTS

**CREATIVE CAREERS  
IN RETAIL & BEYOND**

A Panel featuring:  
Selfridges CEO, CMO,  
Selfridges Senior Creative Leaders.

Led By:  
**BEN FRANCIS,**  
Founder of GYMSHARK

- Explore Career Paths
- Portfolio Guidance
- Creativity in Business

Unlock Your Potential. Be Inspired.

SELFIRDGES 



Figure 7

# Comfort of Luxury

The Art of Belonging

A November Campaign



Luxury = Heritage & Tradition

**SELFRIDGES**&CO

Selfridges becomes a space where you can feel comfort in tradition.

## Heritage Month Exhibition

Selfridges becomes a time capsule exploring the rich history of this iconic department store. Staff members wear archival-inspired uniforms, and live singers perform on the escalators. The store features vintage campaigns and window displays that showcase its evolution over the years, along with rotating exhibitions celebrating Harry Selfridge.

## Love Letters to London Installation

A participatory art installation invites visitors to share their memories, moments, and expressions of love for the city. Starting in December and continuing into the new year, these messages will be displayed in the window displays and featured on Selfridges' social media channels.



Figure 8

December 1st 2026 (4 Weeks Before)



Owned Media:

Instagram

Tiik Tok

Youtube

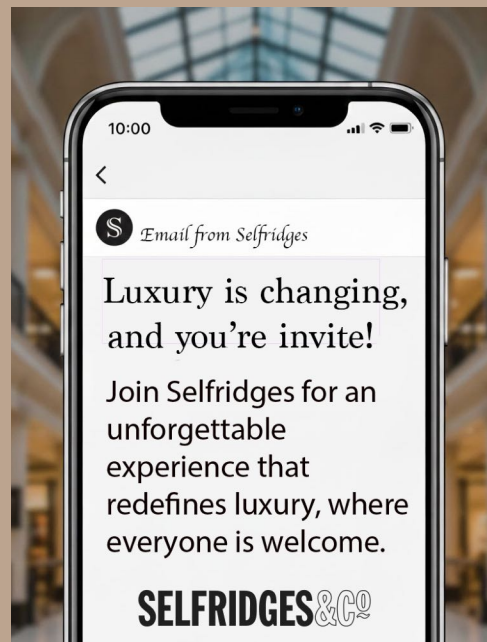
Landing page Selfridges.com

In-store displays

Window Displays

Email Notifications

Goal: Build anticipation and awareness



Paid Media:

Influencer Campaigns  
etc. Zoe Sugg, Anna Newton,  
Mark Ferris, Alfe Deyes.

Advertisements in Central London  
Buses/Tubes/ Digital Meta Ads



Earned Media:

Press Reviews:

Vogue Business

Guardian

Time Out London

Word of mouth

Social Media shares

Figure 9

January 1st 2027



Goal: Use all media touchpoints & drive participation.

The ads will vary per month by activation  
Promotions for the activation begin a month in advance

- Instagram: Shows the excitement of the launch
- Tik Tok: Interviews with real reactions
- Youtube: Tour of the activation
- Landing page Selfridges.com
- In-store displays
- Window displays
- Email notifications



- Floor signage about activation
- User generated content
- Behind the scenes
- Organic social media buzz
- Landing page highlights launch
- QR Links to join Selfridges Unlocked

Figure 10

Throughout 2027: Reflecting on whole campaign starting January 1st, 2028

Post Launch



Instagram  
Tik Tok  
Youtube

Goal: Sustain excitement + reinforce Selfridges as the destination for everyday luxury.



Press release focus  
Long form content on website  
Continued encouraged use of  
Selfridges Unlocked



Monthly highlight reels  
Real people testimonials  
Showing genuine reactions

Figure 11

# Campaign Impact

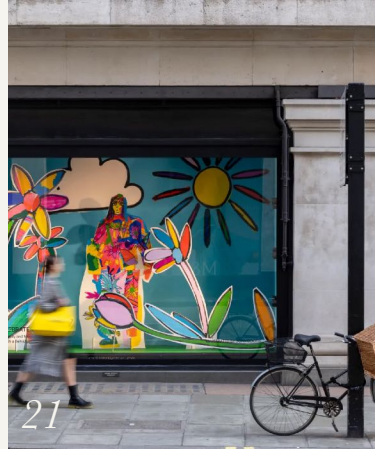


- Selfridges Unlocked sign ups
- Repeat engagement per campaign
- Social media likes/follows
- Website traffic
- Press Release reviews & commentary



# Long Term Impact

Redefining Luxury Becomes the New Selfridges Standard



1. Permanent pause rooms
2. Staff trained with intention
3. Selfridges Unlocked used for exclusive offers
4. Reclaiming heritage
5. Services are used as a touchpoint for everyone

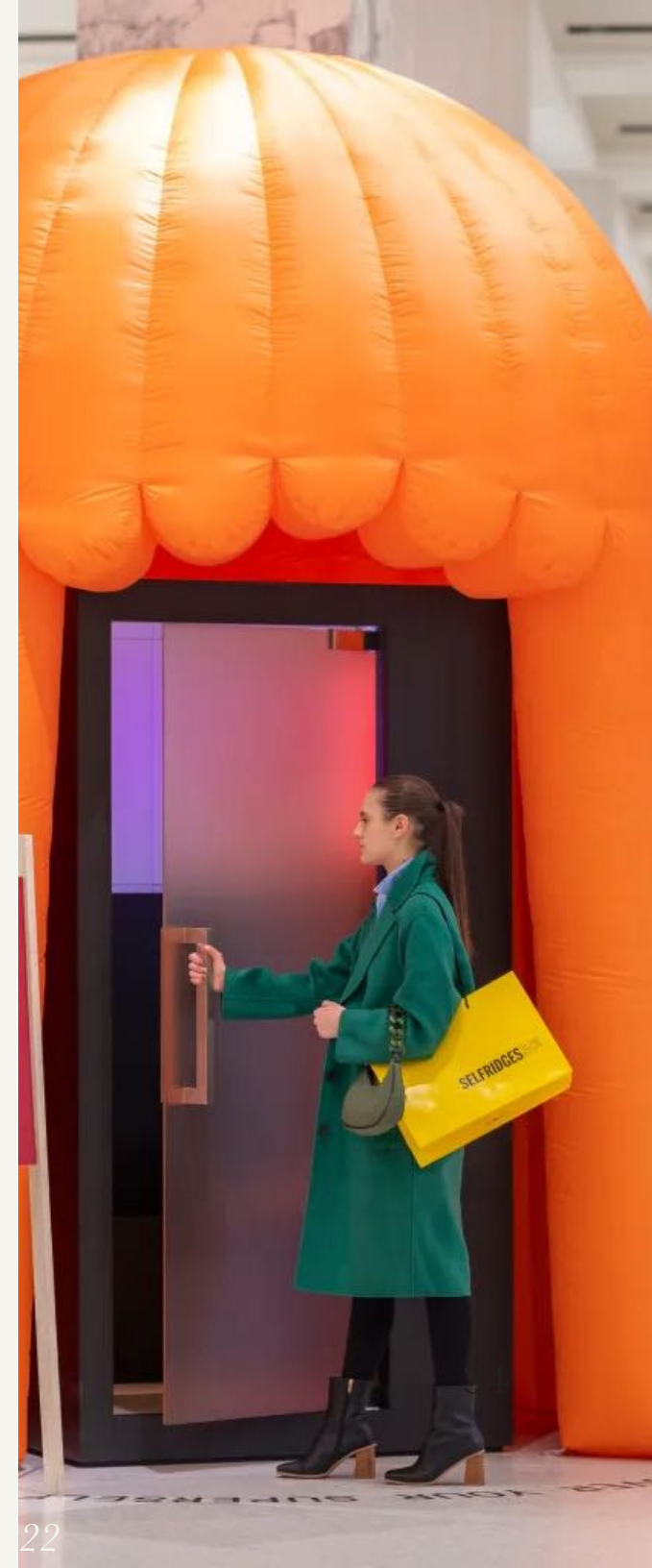




Figure 12

A store shaped  
by adventure,  
community, and  
inclusion.  
Still connected to  
its origins.

*Redefining luxury for a new era: one that  
makes experiencing a priority again.*

# Illustration List

## Figures

**Figure 1:** All images taken from: Selfridges.com. (2010). Designer Fashion, Accessories & More - Shop Online at Selfridges. [online] Available at: <https://www.selfridges.com>.

**Figure 2 (Left to Right):**

1: Manning, S. (2013). Harry Gordon Selfridge: West End Lothario or mother's boy? | the Independent. [online] The Independent. Available at: <https://www.the-independent.com/arts-entertainment/tv/news/harry-gordon-selfridge-west-end-lothario-or-mother-s-boy-8439817.html>.

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**Figure 3: (Left to Right)**

1: Dutcovici, S. (2025). Modern Home & Lifestyle (siminadutcovici) - Profile | Pinterest. [online] Pinterest. Available at: <https://www.pinterest.com/siminadutcovici/>.

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### Figure 4:

All images created:

OpenAI (2025) ChatGPT [AI model]. Response generated to a prompt created by Morgan Perry on 3 December 2025.

### Figure 5:

All images created:

Google (2025) Gemini [AI model]. Response generated to a prompt created by Morgan Perry on 3 December 2025.

### Figure 6:

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### Figure 7:

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### Figure 8:

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### Figure 9:

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### Figure 10:

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### Figure 12:

Google (2025) Gemini [AI model]. Response generated to a prompt created by Morgan Perry on 7 December 2025.

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## *Images*

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## Appendix: Frameworks taken from Part 3 assignment.

### PESTLE Analysis:

#### P: Political

- Removal of UK Tax-free shopping lowers tourist spending (Guardian, 2025)
- Increased regulation around sustainability and circularity.
- Global instability affects luxury department stores and travel (Guardian, 2025).

#### T: Technological

- AI-enhanced retail (AI hologram, digital styling, personalization)
- Mobile-first approach
- Increasing use of social platforms, lead cultural relevance
- Virtual experiences and AR try on expanding expectations

#### E: Economics

- Cost of-living continues to grow higher, audience shifts to more value based and second hand focus (Taylor, 2025).
- Circular economy continues to grow - resale, rental, repair (Brown, 2025).
- Affordable luxuries are rising - beauty, wellness, lifestyle (Briggs, 2025).
- Gen z and Millennials prioritize emotional commerce (Briggs, 2025).

#### L: Legal

- Sustainability laws are becoming stricter, brands need to avoid greenwashing
- Data privacy laws affect loyalty programs and personalization
- Ethical sourcing and transparency are becoming more relevant (British Vogue, 2025).

#### S: Social

- Gen Z focuses on emotional wellbeing and less on material goods (British Vogue, 2025).
- Desire for community over transaction retail
- Shift toward more inclusivity and anti-elitism in luxury.

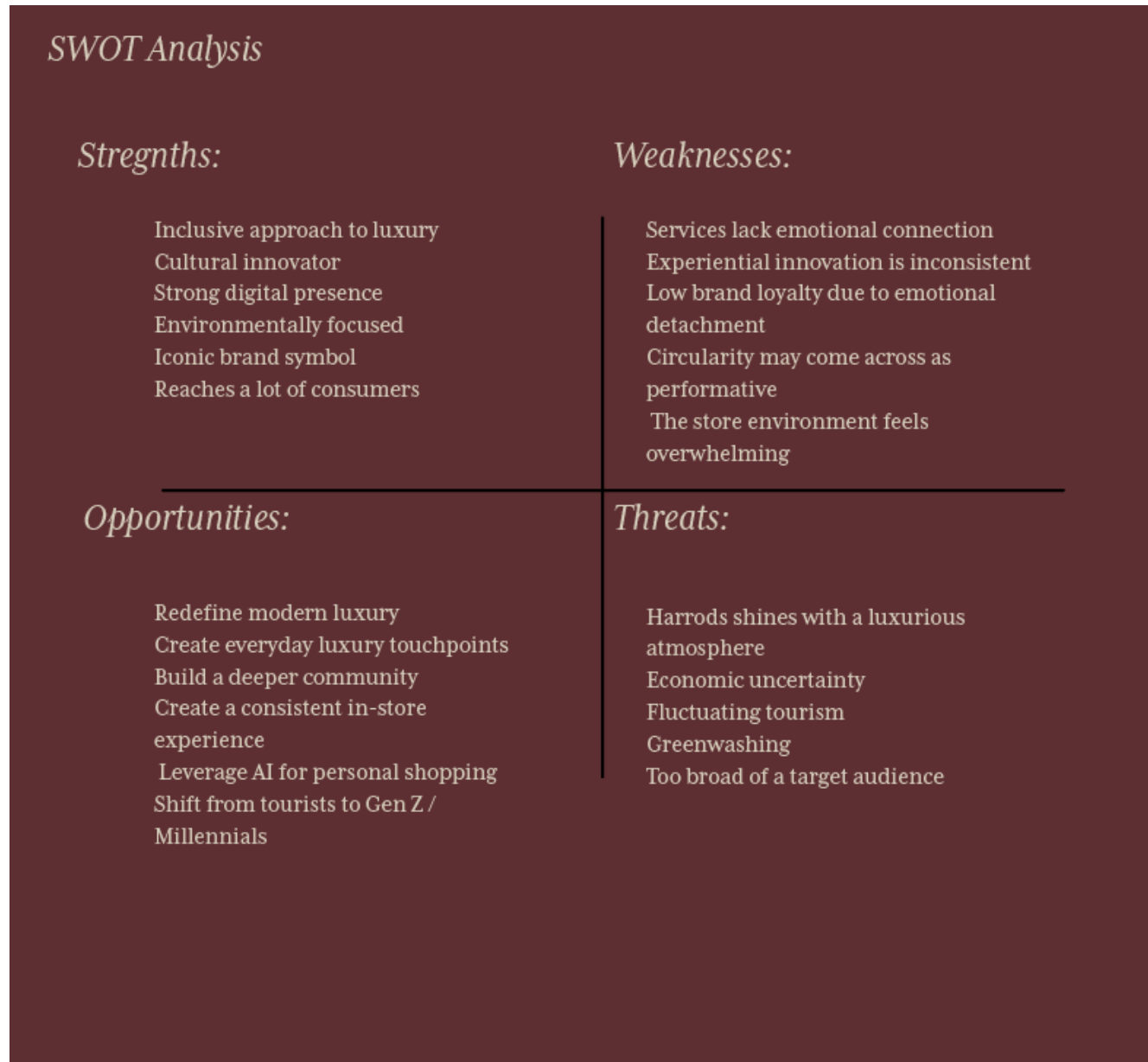
#### E: Environmental

- Climate concerns on circularity and are becoming non-negotiable for consumers .
- Resale, rental, repair are crucial for some consumers (Taylor, 2025).
- Ethical sourcing pressure to remain reliable.
- Customers want visible environmental efforts (Taylor, 2025).

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## Appendix: Frameworks taken from Part 3 assignment.

### SWOT Analysis:



## Appendix: Frameworks taken from Part 3 assignment.

### Porter's Five Forces Analysis:

#### Threats of New Entrants: *Low to Moderate*

- Hard to create a luxury department store, require a lot of resources.
- Such dominante department stores already etc Harrods, Selfridges, Liberty
- Still need to be aware of online retail growing, and brick and mortar retail.

#### Competitive Rivalry: *Very High*

- Only 7 luxury department stores cited by Fashionbi (Fashionbi.com, 2025).
- Department stores are decreasing in revenue (Statista, 2024).
- 81% of purchases happen in luxury stores (Euromonitor International, 2025).
- Overall, small competitors and a declining industry and high in store reliance.

#### Bargaining Power of Suppliers - *Moderate to High*

- Strong brand identity and power over where they sell.
- Suppliers Favor a DTC (direct - to - consumer) model , brand owned boutiques and specialist retail to gain control over their customer experience (Spence, 2021).



### Porter's Five Forces

#### Threats of Substitutes: *Moderate*

- Substitues include online retailers, direct to consumer stores, rental platforms, and non-luxury premium brands that offer somewhat of the same things.
- Experience-based retail competes against luxury goods purchases for income.

#### Bargaining Power of Buyers - *High*

- Buyers now have many other alternatives to department stores - online retail, rentals, brick and mortar, boutiques.
- Consumers are able to compare prices more easily.

## Appendix: Frameworks taken from Part 3 assignment.

### Customer Journey Analysis:

Awareness	Consideration	Purchase	Post - Purchase	Loyalty
<p>Quote: <i>I always see Selfridges advertisements but is it a place for people like me? I don't have the budget to spend money on tangible things there.</i></p> <p>Touch Points: TikTok/ Instagram, Watch creators visiting store, Hear from other friends/students/ young parents.</p> <p>Feelings: Feels unobtainable due to luxury status, craving belonging and an authentic experience. Curious about the experience.</p>	<p>Quote: <i>I want to go but I need to know if it is worth it, not just expensive things I can't afford.</i></p> <p>Touch Points: Looking online, Google reviews, Checking out social media, Exploring ReSelfridges, Asking friends, Beauty Hall, Corner Shop, Restaurants, Staff interactions, Store layout</p> <p>Feelings: Uncertainty about price/ value, interested about the experience, hopeful about it being worth their time.</p>	<p>Quote: <i>If I'm buying something here, I want it to feel special, even if it's small.</i></p> <p>Touch Points: Fitting rooms, Beauty hall, Foodhall, Reselfridges, Cinema, Skate Bowl, Accessory hall,</p> <p>Feelings: Proudful about purchase, excitement, Price anxiety, Satisfaction</p>	<p>Quote: <i>I want to feel good about what I bought and share the moment with everyone.</i></p> <p>Touch Points: Unboxing, TikTok/ Instagram post, Iconic yellow bag, Always using the product.</p> <p>Feelings: Belonging, Connected, Desire to share, Appreciation, Social approval.</p>	<p>Quote: <i>I'd continue to go back more if it felt like a community, instead of just a store.</i></p> <p>Touch Points: Selfridges Unlocked, Events, Social media engagement, Reselfridges, Email notifications.</p> <p>Feelings: Trust, Looking for community, Happiness but still want to experience more.</p> <p style="text-align: right;">12</p>