



# FEATURE

## SELFRIDGES PERSONAL SHOPPING

Catering to its most discerning customers, [Selfridges](#) unveils a revamped ultra-luxe personal shopping space at the London store this October.



# THE PERSONAL SHOPPING EXPERIENCE

Selfridges | 400 Oxford Street W1A 1AB

Tel: 44 (0)20 7629 1234

[www.selfridges.com](http://www.selfridges.com)

Designed by London architects [Waldo Works](#), Selfridges' new personal shopping area, measuring at over 5000 sq ft. of elegant interiors and inviting dressing rooms, is every shopper's dream. Incorporating an exclusive drawing room, bar, library and multiple dressing rooms and suites, focus lies on privacy, exclusivity, and comfort—creating a welcome niche approach in the luxury retail landscape.





# THE LIVING ROOM

COMMUNAL SPACE

At the heart of Selfridges' personal shopping space lies the living room, incorporating *The Marble Bar*, *The Drawing Room* and the reception area. Inspired by the all-white styling of iconic London interior designer Syrie Maugham, the drawing room features an elegant color scheme of creme, grey and caramel hues, complemented by accents of subdued emerald green. Yves Klein blue interiors and fashion illustrations by [Tanya Ling](#) create a stylish and welcoming atmosphere in the reception.





# THE LIBRARY

COMMUNAL SPACE

A stunning selection of art and design books is the focal point of the elegant Library room. Organized according to color, from canary yellow to luminous pink, the impressive book collection is displayed on a floor-to-ceiling minimalist steel bookshelf. A calming color scheme of walnut, caramel and creme creates a serene space where shoppers can relax, rejuvenate and feel inspired.







Grace Jones Suite



Tamara de Lempicka Suite



Lanvin Suite

## DRESSING ROOM AND SUITES

WOMEN

As an homage to female cultural icons of the 20th century, each fitting room in Selfridges personal shopping area has its own muse and visual theme. The Grace Jones suite features a monochromatic color palette with minimalist masculine-inspired interiors channeling a chic 80s vibe. A soft color scheme, including shades of earthy greens and beige, makes the Tamara de Lempicka dressing room a relaxing haven, perfectly channeling the glamour of the Polish 1920s Art Deco painter. The Lanvin suite's elegant decor features velvet lounge chairs and a glass dressing table, all in beautiful emerald green and petrol blue tones.





White Shirt Room



Selfridges Room



The Nude Room

## DRESSING ROOM AND SUITES

WOMEN

A minimalist's dream, the *White Shirt Room* incorporates an all-white interiors scheme, complete with a streamlined contemporary dressing table, over-sized lounge chair and tree trunk-inspired side table. The stunning shirt lights add a quirky feel. The self-themed *Selfridges Room* boasts interiors in Selfridges' signature bright yellow hue with *The Nude Room* offering a calming color combination of dusty powdery shades; the elegant black and white stripy lounge chair adds a stylish touch.





## DRESSING ROOM AND SUITES

MEN

With a masculine take on furnishing, the two dressing suites for Men incorporate a pared-down and minimalist aesthetic. The *Military Man Suite* channels a distinct Scandinavian Mid-Century modernist feel, with the *Savile Row Suite* boasting a contemporary and creative atmosphere; the bright blue director's chair is a key design piece.