
Press Release

WELCOME TO THE WONDER ROOM

Selfridges creates the Wonder Room

Selfridges is creating London's ultimate jewellery, watches and luxury gift destination with the development of The Wonder Room on the ground floor of its Oxford Street store. This is the biggest in-store project the retailer has ever undertaken.

The Wonder Room opens in early Autumn 2007 with 19,000 sq ft of retail space and the entire project is costing around £10 million. It will offer customers a unique mix of products in an imaginative setting that will highlight the scale, magnificence and character of the original neo-classical hall.

Anchoring The Wonder Room will be world class luxury brands, some of them new to Selfridges – Hermes and Tiffany & Co., for example - and others in a large speciality store for the first time, such as Chanel fine jewellery and watches. These brands will be housed in an "arcade" of boutiques running around the perimeter of the room.

In the centre of the room will be a "cityscape" of cabinets and towers displaying watches and jewellery. Alongside, with all the buzz of the bazaar, a concept store that takes inspiration from the tradition of the *Wunderkammer* or Cabinet of Curiosities with constantly updated stock representing the most exciting products of the moment. There will be the latest technology must-haves, cult books and CDs, exclusive candles and gifts.

And on an impressive 18 metre wall will be the most authoritative selection of sunglasses around.

Opening ahead of The Wonder Room as a whole, in May 2007, will be a new wine and champagne destination for anything from a bottle for supper to stocking a cellar. In The Wonder Bar, situated on a mezzanine, customers will be able to relax, people watch and taste an unprecedented choice of fine wines supplied by the latest technology – a wine “jukebox”.

Commenting on The Wonder Room, Chief Executive Paul Kelly says: “This spectacular development will position us on the world retail stage as the top luxury destination for UK and international customers.”

Alannah Weston, Creative Director, comments: “This extraordinary, vibrant new space with its unique product mix will create a captivating shopping experience, whether you buy a single glass of wine or a dazzling diamond necklace.”

Working with Selfridges on the development of the interior of The Wonder Room are Klein Dytham architecture, the renowned design practice acclaimed for their imaginative approach to interiors.

Eric Parry Architects are the retailer’s partner for the restoration of the exterior section of the landmark building that houses The Wonder Room. Not only will the windows on Orchard Street be opened to the street allowing views and daylight into the store, new awnings and beautifully crated metalwork will restore grace and elegance to the windows and entrance.

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