

**SELFRIDGES & CO**

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# Menswear Spring Summer 2007

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Shop like a MAN

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## Shop like a MAN

It's a MAN's world at Selfridges this Summer!

4<sup>th</sup> May – 21<sup>st</sup> June 2007



The concept of mixing high-end pieces with high-street bargains is no longer an exclusively feminine affair. With a newly expanded menswear department, Selfridges is the first department store to offer men a choice of labels as diverse as Topman to Lanvin.

To celebrate the new offer, Selfridges will stage its first ever men-only scheme, **Shop like a Man**, from the 4<sup>th</sup> May – 21<sup>st</sup> June. In another first, all of the product showcased in the windows will be available exclusively at Selfridges.

Working in collaboration with renowned-booksellers, Foyles, Selfridges will create a graphic window scheme including literary quotes from a host of well-know men.

In addition to the windows, the store will be stocking a selection of innovative products created especially for the scheme and a number of exclusive capsule collections from the likes of Topman, All Saints, Richard James and Kilgour.

Exclusive items will include 3 Comme des Garçons slogan t-shirts, Vivienne Westwood swimwear, through to patent Hi Kick Kickers, new Vans trainers and bags from Mulberry and Jas M B.

## Exclusive Collections



Exclusivity and pre collection are buzzwords in men's fashion this season. Topman, All Saints and Full Circle have all created exclusive collections for the **Shop Like A MAN** promotion.



Paul Smith, Y-3 and Unconditional will be previewing their AW 07 collections for early birds ready to start planning their winter wardrobe. Expect more exclusives from Levis, Farrah, Mulberry, Jas M B and Evisu.

The newly relaunched Helmut Lang line and Johan, the new diffusion line from J Lindeberg will be available exclusively.

For images, call ins, information on brands and designers and buyer interview requests, please contact Alistair Scott [alistair.scott@selfridges.co.uk](mailto:alistair.scott@selfridges.co.uk) or Lucy Willis [lucy.willis@selfridges.co.uk](mailto:lucy.willis@selfridges.co.uk) in the Selfridges Press Office  
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## Slogan T- shirts

Get it off your chest!



Communication is a big theme this season - Foyles will be wrapping Selfridges' windows with quotes from the most inspiring modern men. Preview Comme des Garçons AW07 slogan tees and exclusive Katherine Hamnett designs – both sure to get the message across. For those who like easy choices when it comes to getting dressed in the morning, EveryDay of the Week t shirts by new label, Weak, are the obvious choice.

## Underwear and Swimwear

Taking centre-stage in the exciting menswear expansion is the new underwear department on the 1<sup>st</sup> floor of Selfridges Oxford Street.

Stocking iconic brands such as Calvin Klein and Derek Rose, alongside the likes of more recent and exclusive introductions Bjorn Borg (tennis ace undies), Aussiebum (achieve a sense of national pride in your underwear choice with a pair of Patriot pants – choose from 15 countries embossed on the waistband) and Ginch Gonch (think sexy cowboy), the department houses the largest selection of men's underwear available at Selfridges, to date.

With over 25 labels, the department is *the* London destination for men's underwear and loungewear.

The first men's swimwear emporium to be open all year round is another Selfridges first. Highlights include Westwood's first Swim collection for men, Speedo's Comme Des Garçons line and following the success of the Patriot pant - designed to keeps things in-check and looking their best – uplifting trunks from Aussiebum follow the same winning formula.

**Editor's Notes:**

**The Men's Expansion:**

Adding an additional 20,000 square feet of retail space, the new area houses an array of high-street brands, complimenting the high-end labels and casualwear already available on the first floor. Selfridges is now a menswear one-stop-shop, whether it's for a classic white t-shirt, a Dior Homme suit or anything in between.

Highlights include a new and exclusive Levis concept, stocking everything from 501s to vintage jeans; the largest G-Star shop-in-shop in the World and a Topman for the all-important accessible high fashion hit. Reiss has also opened its first department store concession, while Offspring offers arguably the best trainers in town.

The newly opened area also holds underwear, moved up from the ground floor, and an expanded swimwear department stocking the likes of Aussiebum, Calvin Klein and Grigio Perla, the latter worn famously by Daniel Craig in Casino Royale.