

News release
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CHRISTMAS ARRIVES 225 DAYS EARLY AT SELFRIDGES!



Marc Jacobs Bejewelled 'Robert' bag £4,950

The country's first daffodils appeared in February, blossoms bloomed in March, we had a heat wave in April and Selfridges' Christmas product is about to hit stores in May!

With a store Christmas theme of 'Bejewelled' already confirmed, jewel encrusted exclusive product is already landing in stores. Selfridges has taken this step to launch Christmas in May after previous years' sales have shown that overseas visitors, especially those from the Middle East, are thinking about Christmas earlier and earlier.

To celebrate its festive jewel encrusted season, Selfridges has commissioned the world's leading designers to customise next season's fashion, beauty, home and food must-have products in its Bejewelled theme, from leading brands including Christian Louboutin, Chloe and Gucci.

A Marc Jacobs gem encrusted 'Robert' bag £4,950 will be the first globally exclusive Christmas product to land in Selfridges' Oxford Street store, due to hit the shop floor over May bank holiday.

Anne Pitcher, Buying and Merchandising Director, Selfridges said: "When we started to pull together the Bejewelled collection we realised that we didn't want to wait until Christmas. There are some lines which will look as great on the beach as they will on the ski slopes. Our

customers, especially those from overseas, are thinking about Christmas earlier every year. We recognise that some people may be able to visit the store just once a year and we want to give as many people as possible the opportunity to see our exclusive Bejewelled products.”

For media information please call Lucy Gillis at ZPR on 0207 896 3202 or 0773 405 1726 or email lucy@z-pr.com