



PRESS RELEASE

“A BEJEWELLED CHRISTMAS” BY SELFRIDGES

Today, Selfridges, the world's most innovative department store releases its Bejewelled Christmas offer.

Selfridges' buyers and trend setters have selected Bejewelled as the Christmas theme following its prevalence as autumn/winter's most desired catwalk trend.

Today, 19th July 2007, Selfridges will unveil its exclusive Bejewelled edit spanning beauty, fashion, food and home, offering a glistening insight into what the 'best dressed' will be selecting this December!

Anne Pitcher, Buying & Merchandising Director says, “Our bejewelled Christmas theme reflects the latest trends and our collection of exclusive products across all areas of our stores will ensure customers can find unique, awe-inspiring gifts.”

From bejewelled cup cakes at £5.95 for six and £3.50 for an 'I Love Selfridges' bauble, to £200,000 for a Christolfe diamond encrusted cutlery set, all the best Christmas lists are going to be bejewelled this year.

Bejewelled Fashion

- Ladies' McQueen shimmering gold frame bag, **exclusive £823**
- Ladies' Osman Yousefzada bejewel 'frame' shift dress **exclusive, £1,875**
- Ladies' Christian Louboutin multi-glitter stilettos, **exclusive £325**
- Men's Kurt Geiger studded winkle pickers, **exclusive £299**
- Men's jewel studded Converse, **exclusive £150 - £250**
- Kids' David Charles jewel dress, **exclusive £145**

Bejewelled Home

- Christolfe diamond studded cutlery set, **limited distribution, £200,000**
- Somma Cashmere Blankets, **limited distribution, £1,495**
- Wedding Shop crystal bejewelled glasses, **limited distribution, £288 each**

Bejewelled Food

- Bejewelled Jewellery box, **exclusive, £23.99**
- Bejewelled Candy rings, **exclusive, £10.99**
- Bejewelled cup cakes; a set of six cup cakes decorated by hand with a classic bejewelled bauble, **exclusive £5.95**

Bejewelled Beauty

- David Lindley jewel box containing 60ml Crème de la Mer– 15 worldwide **ALL exclusive, £1000**
- Limited Edition Extract Delices de Cartier in hand made crystal bottle – all numbered, **exclusive, £1275**

- Lolita Lempicka L Divine Gem Crystal bottle, **exclusive, £420**
- Lolita Lempicka Icon Crystal bottle, **exclusive, £400**

- Ends-

Selfridges stockist: 0800 123 400 or www.selfridges.com
For further information please contact ZPR on 020 7896 3404, email selfridges@z-pr.com, or
contact the Selfridges press office on 020 7318 1555