

SELFRIDGES & CO

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SELFRIDGES BAGS THE FUTURE OF PUNK

March 4th sees the launch of the biggest punk rising since the BBC's veto on Johnny Rotten's rendition of God Save the Queen!

Inspired by next season's modern take on glam-rock and to mark the thirtieth anniversary of Punk, Selfridges will present FuturePunk, its own twenty-first century interpretation of the attitude that has dominated youth culture and influenced fashion for three decades. With FuturePunk, Selfridges builds on its heritage of retail innovation and edginess, pushing boundaries in the name of the Punk spirit.

It will be a multi-dimensional event featuring music performances, exhibition and talks, where exclusive luxury goods will sit alongside vintage, punk classics and products such as t-shirts, badges, toys, books and CDs.

Alannah Weston, Creative Director for Selfridges, said: "The project captures the spirit of this highly influential movement. We're involving Punk luminaries from the past- such as Malcolm McLaren – as well as using it to launch new talent in fashion and music who are inspired by the challenging, DIY attitude of Punk."

Nostalgia, Fashion and the Future will all play their part in FuturePunk, which promises to elevate Britain's last working class movement into next season's cult craze through its electrifying punk-inspired 4-week lifestyle event.

Representing a contemporary take on the spirit of Punk, Selfridges has collaborated with la crème de couture including Givenchy, Fendi and Chloe. The result - a rocking range of exclusive accessories, inspired by the trend that catapulted black-clad punks into an iconic status.

These coveted bags, belts and hair embellishments, many of which have only ever been

viewed by those lucky enough to possess a pass to Paris fashion week will be available exclusively at Selfridges during March. Prices start from an affordable £89 for DKNY's Logo X bucket bag to a glam £1,119 for Chloe's chic 'Gladys'.

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Don't let this unique event pass you by...make sure you map a visit to Selfridges this March and relive the renaissance of Punk this spring!

For further information, product or images, please contact Stephen Farmer or Katie Hayes at ZPR on 0207 896 4303 or email Stephen@z-pr.com or Katie@z-pr.com

Prices and descriptions:

1. Givenchy wide belt £999 ,leather stud hair band £220;
2. Billy Bag's dark blue Errin bag with industrial chain £199;
3. DKNY Logo X bag with chain and patent pockets £89;
4. Bracher Emden 3-bag punk range with spikes, studs and crystals £400 to £700
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7. Vivienne Westwood patent leather Yasmin bag £325
8. Celine black leather large shoulder bag £840;
9. Givenchy Pluto bag £795;
10. Chloe Gladys patent leather fashion bag with multi-zips £1,199.
11. Juicy Couture black leather frame bag with hardware and chain detail £599
12. Ugo Cacciatori silver oxidized belt £999, ivory leather belt £549 and Stephen Collins white patent zip belt £79

Selfridges stockist enquiry telephone number: 0870 8377 377 or visit

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