

# Selfridges presents the ultimate Christmas service.

This Christmas, Selfridges thought long and hard about how they can make this year's festive shopping better than ever, creating a list of services to ensure customers are served with efficiency and ease in the run up to Christmas.

## Selfridges' top ten Christmas services:

**1. Christmas Grotto:** A magical experience for children, Father Christmas fans and the young at heart to take a trip on the Santa Express to see the man who can make your Christmas wishes come true.

29.11 to 24.12

Ultra Lounge, Lower Ground Floor, Oxford Street

Book online at [www.selfridges.com](http://www.selfridges.com)

**2. Gift gurus:** A team of highly 'gifted' people, roaming Selfridges' shop floor, helping customers to complete their Christmas shopping lists. There will be thirty gurus in total to assist with even the trickiest of trinket tribulations.

29.11 to 24.12

**3. Hampers:** This Christmas, Selfridges will be offering exclusive food and wine hampers to order for nationwide and even global delivery! These traditional wicker hampers are packed with foods created by some of Britain's finest family-run artisan food producers, in addition to a selection of Selfridges own food products. Prices range from £35 for The Mad Hatter tea party hamper to £800 for The Ultimate, which includes over 35 carefully selected delicacies including sixty year old Vecchia Balsamic vinegar, Gosset Grande Reserve Champagne, Caspian Sevruga caviar and a certificate for two to visit Sir Hans Sloane chocolate studio.

Hamper service desk located in food hall or orders can be taken online at [www.selfridges.com](http://www.selfridges.com)

**4. Gift wrap:** Selfridges' luxury packaging offered on ALL gift purchases.

29.11 to 24.12

Exhibition Hall, 3<sup>rd</sup> floor, Oxford Street

**5. Carry to car:** A team of *exceptionally* strong people able to assist customers with their shopping (no weight restrictions attached!) to the car park, a waiting taxi, sleigh or any of the ground floor entrances.

29.11 to 31.12

**6. Buggy check:** In conjunction with the Christmas Grotto, customers can leave their buggies (minus babies!) whilst they board The Santa's Express train, in exchange for a raffle ticket which will be returned when required.

16.12 to 24.12

**7. Gift voucher/card sites:** A bank of three tills situated on the ground floor (by stationary), dedicated entirely to selling and topping up gift cards or vouchers.

29.11 to 31.12

**8. Collect by car:** Customers can arrange for their Christmas shopping to be centrally collated and taken to the forecourt where they can drive up to and collect their festive purchases.  
29.11 to 24.12

**9. Coat and bag check:** A facility for customers to leave their coats, luggage and/or shopping for collection later in the day, all for £3!  
29.11 to 24.12  
Exhibition Hall, 3<sup>rd</sup> Floor, Oxford Street.

**10. Selfridges' Flying squad:** This Christmas Selfridges has invested in a new team of multi skilled people to help keep the store in tip top condition in the run up to Christmas. They will be on hand to tackle any operational issues, ensuring customers are served with ultimate speed and efficiency over the festive period.  
29.11 to 31.12

So allow Selfridges to take the weight off your exclusively bejeweled Louboutins with a Christmas service offer to make December 25<sup>th</sup> run smoother than Marco Pierre White's thyme infused crèmed potato.

For further information, products or images please write a note to Santa, or email his assistant, Lucy Gillis at ZPR on [lucy@z-pr.com](mailto:lucy@z-pr.com) or tel: 0207 896 3404

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