

## Selfridges: Press Release

To smell or not to smell, the CHOIX is yours!

The beauty industry takes a surreal turn as Selfridges' launches the perfume with no smell

A £40 fragrance with no fragrance by artists Dadadandy will be sold exclusively in Selfridges from 31<sup>st</sup> March as part of the Oxford Street store's major project which explores the influence of Surrealism on contemporary art and design through a series of collaborations.

For this non-perfume - called CHOIX - Dadadandy sought inspiration from a painting by G.F. Watts entitled 'choosing', which explores Victorian actress, Ellen Terry's dilemma of choice between a non-scented camellia's luscious appearance or the far humbler violet which, despite its modest aesthetic, is bursting with aroma.

CHOIX (choice in French) is one of a whole art programme of events with surreal titles created by Simon Moretti and Paul Heber-Percy, the Dadadandy duo, for Selfridges.

Karen Wells, Head of Beauty for Selfridges, says: "I think our customers will choose CHOIX - whether as a humorous statement or for a bit of non-scentical fun, I'm not sure."

For further information, products or images, please contact Lucy Gillis at ZPR on 0773 405 1726 or Zaria Pinchbeck on 0780 283 7975 or email: [lucy@z-pr.com](mailto:lucy@z-pr.com).

### Editor's notes:

- **Surrealism**, n. Pure psychic automatism, by which one proposes to express, either verbally, in writing, or by another manner, the real functioning of thought. Dictation of thought in the absence of all control exercised by reason, outside of all aesthetic and moral preoccupation  
<http://en.wikipedia.org/wiki/Surrealism>
- **Surrealism at Selfridges:**  
16<sup>th</sup> March – 29<sup>th</sup> June: Surrealism window display  
From 23<sup>rd</sup> March for 6 weeks: 'This is not a shop' in collaboration with F.A.T. opens (lower ground floor)  
23<sup>rd</sup> March – 24<sup>th</sup> June: Dadadandy surrealist installation (Ultralounge, lower ground floor)
- **Dadadandy**- Born out of a collaboration between Simon Moretti and Paul Heber-Percy, and inspired by Surrealism and Dadaism, Dadadandy is an artwork, an artist, a place for discussion and a curatorial agency. The company functions as an umbrella for many curatorial activities, including the production of works by artists as well as providing a forum for collaboration, exchange and discussion
- **F.A.T.**- Founded by Sean Griffiths and Sam Jacob in 1995, F.A.T. has an international reputation for innovative and progressive architecture and design. Their work is well known for its wit and accessibility.

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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The practice has won several competitions for public housing projects, and include Urban Splash and the Tate Gallery amongst their clients. Their project for Selfridges will be their first in a retail environment

- **V&A's Surreal Things – 29<sup>th</sup> March to 22<sup>nd</sup> July**

The V&A's major spring exhibition, Surreal Things, will be the first to explore the influence of Surrealism on the world of design – theatre, interiors, fashion, film, architecture, and advertising. Alongside paintings by Magritte, Ernst and Dali will be some of the most extraordinary objects of the 20<sup>th</sup> century, from Dali's Mae West Lips sofa and Lobster Telephone to Elsa Schiaparelli's dramatic 'Tear' and 'Skeleton' dresses, and Meret Oppenheim's Table with Bird's Legs. With nearly 300 exhibits, Surreal Things will look at how artists like Dali engaged with design and how designers were inspired by Surrealism