

Selfridges & Co Ltd in Luxury Goods (United Kingdom)

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Abstracts

Selfridges will continue to be at the forefront of innovation in department stores in the UK and increase its responsiveness to lifestyle and cultural shifts amongst consumers to maintain its progressive reputation. Interactive events, talks, workshops and classes can expect to become a mainstay and one of the major lures of Selfridges' stores, in a bid to sell lifestyles more holistically instead of products as a separate entity. As part of its investment in wellbeing as intrinsically linked wi...

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