Selfridges takes 'wellness' deep dive with new in-store experiences

By Sandra Halliday  -  4 February 2022

Selfridges is moving heavily into the wellness arena this year as it unveils the latest in a series of initiatives under 2022’s Superfutures theme. The retailer is offering therapeutic experiences, including self discovery sessions and sex counselling sessions for individuals and couples, with the sub-theme tagged as Superself.

Beginning this month, the retailer will also offer bookable confidence coaching, empowerment sessions and more, priced from £30 to £150.

Likely to be popular is also the 10-minute sensory reality experience that uses VR pods from Sensiks and is claimed to “facilitate a deeper connection with the self”.

Selfridges
The retailer said: "This year, we want to help you live a brighter lifestyle - by discovering and experimenting with the most innovative, sustainable and fulfilling lifestyles, practices and products. Discover new and unexpected routes to happiness and wellbeing that benefit both you and our planet. With inner well-being as the starting point, the year begins with SuperSelf - an exploration of the self as a work in progress, from a mindset of personal innovation, self-care, positivity and counter-cliche ways to feel good. Let us introduce you to your SuperSelf."

Under the Weston family’s ownership (and even before the Westons bought the business), the retailer has been known for its willingness to try something new and different that’s outside of the usual offer you would expect from a department store. And this latest move suggests it’s likely carry on innovating under the aegis of the Thai-Austrian joint venture now in control.

Initiatives have included adding a cinema, selling NFTs, opening a skate bowl and conducting weddings on its premises.

Those weddings were also a good introduction to the store’s beauty and grooming products and services and with the wellness theme, there’s also a ‘regular’ product aspect with a curation of lifestyle and beauty items.

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