Jacquemus and Selfridges launch a new retail concept in London

By Dominique Muret - 4 May 2022

Jacquemus is launching a major retail venture in London together with Selfridges. Designer Simon Porte Jacquemus’ brand is bringing back its vending machine pop-up concept, only this time as part of a far more integrated project entitled ‘Le Bleu’. In addition to the pop-up store, guests will be able to dive into the world of the brand via a dedicated space in Selfridges’ Corner Shop offering a sensorial experience.

"Expect sensory fun, exclusive products and nostalgic moments," Selfridges advised on its website, inviting its customers via an Instagram post "to dive into the world of Jacquemus." Starting this Tuesday, May 3, the department store will host Jacquemus’ famous 24-hour pop-up store / vending machine, which the French brand kicked off with an all-pink theme in Paris in December, before heading to Milan in February with a white rendition.

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London's pop-up store will instead be blue, befitting the title and aquatic theme chosen for the venture. The vending machine, stocked with the Chiquito and Bambino bags, was installed behind the department store in Edward Mews where Selfridges traditionally holds its Christmas market.

The Paris-based brand has also taken over the store's famous Corner Shop, one of the most popular shopping destinations in the British capital, featuring a unique layout inspired by the Jacquemus designer's bathroom, where, in addition to the brand's 'it bags', sweatshirts, T-shirts, accessories and other items can be found, as well as a curated selection of the Spring/Summer 2022 ‘Splash’ collection presented in Hawaii in March.

The Old Selfridges Hotel above the store will host ‘Le Vestiaire’ (closet), a multi-sensory journey lasting about 20 minutes, which replicates a swimming pool of sorts complete with changing rooms and lockers, which visitors can access upon booking until May 20.

In parallel with the project's launch, the brand is doubling down on social media by opening an Instagram account dedicated to Jacquemus’ founder in late April.

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