Louboutin opens beach-themed Selfridges pop-up

By Nigel Taylor - 7 June 2022

Ready for the beach? Christian Louboutin has launched a beach-themed Selfridges pop-up this month with the luxe footwear and accessories brand taking over the prime piece of real estate at the London branch, the Selfridges Corner Shop.

The foundation of the collection at the store is the label’s Greekaba summer collection but the Loubi’s on the Beach theme includes pieces exclusive to the retailer throughout the month and some product firsts.

It comes as more foreign tourists are coming back to the UK post-pandemic and as British consumers themselves are heavily focused on beach getaways for the first in several years for many of them. Despite the current issues with flight cancellations, holiday booking are still running at a high level.

Selfridges said: “A lifelong lover of travel, designer Christian Louboutin brought the joy of island-hopping around the Greek Cyclades – and a dash of seaside nostalgia – to the boardwalk and beach huts of our sunny setting. And, of course, the space is awash with signature red-soled shoes, brightly printed bags and, for the first time ever, Christian Louboutin pet accessories and surfboards.”
Louboutin said the collection was inspired by Greece in the summer “alongside elements of antiquity, the blue eye and folk art – all merged in a rich cultural mix-and-match”.

But there’s also a British seaside element in there. The Corner Shop now features a touch of “seaside nostalgia” with a boardwalk, beach huts, a kiosk and even a lifeguard.

And expanding beyond Louboutin’s famous red-soled shoes and accessories, shoppers can also buy items like water bottles, branded ice cream and more.