

## RETAIL

# Selfridges adopts Snapchat-powered AR locker rooms in store

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*The retailer's social media-backed activation enables guests to try on sports attire virtually and share products with followers from their devices. Image credit: Selfridges*

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

British department store Selfridges is getting ready for one of the biggest global competitions of the year.

In conjunction with the Paris 2024 Olympic and Paralympic Games, the retailer's London, Birmingham and Manchester salesfloors are transformed. As part of the "Sportopia" concept, running this month through August, Selfridges is working with social media platform Snapchat to bring an augmented reality (AR) locker room pop-up to its flagship.

"We are ready for a huge celebration of sport at Selfridges this summer," said Laura Weir, executive creative director at [Selfridges](#), in a statement.

"Sportopia presents a universe of leisure and recreation, inspired in turn by major international sporting events, by local, grassroots sporting communities and by the fascinating culture of brand fandom," Ms. Weir said. "Selfridges' unique approach to delivering special and unexpected retail experiences will inject some positive, active energy into our London, Manchester and Birmingham stores."

## Good sport

The Snapchat pop-up at the U.K.'s second-largest shop's Oxford Street headquarters is hosting multiple activations.

In the atrium on the third floor, guests can take advantage of virtual try-ons and cop custom outfits, a Sportopia soccer uniform included. Other AR mirror experiences and lenses are available here.

A one-time QR code enables customers to save their favorite items to their phones or devices. This allows users to share products available at Selfridges on Snapchat.

Another key component of the technology-backed touchpoint involves a series of collaborations with major league brands.



Window displays at the department store include works from local artists. Image credit: Selfridges

Outside of the AR locker room, spaces for visitors to play games while connecting with athletes and community members fill participation Selfridges locations. An American sports bar, 40-foot and 30-foot climbing walls in London and Birmingham respectively, court-inspired Le Club Lacoste eatery, chess boards, table tennis, arcade games, a permanent skate bowl and Olympic tennis and swimming pool-themed concepts await shoppers.

Limited edition Sportopia merch also fits into the summer schedule. The Cinema at Selfridges is supporting the effort with screenings of films including *Rocky*, *A League of Their Own* and *Bend it Like Beckham*.

Sportopia's window displays at both its Orchard and Duke Street stores feature works done by British artists Corbin Shaw and Anna Lomax. Mr. Shaw's textile pieces focus on the emotional nature of athletics, while Ms. Lomax's sculptures evoke celebration.



Merch supports Selfridge's sports programming and is available for purchase online and on-site. Image credit: Selfridges

Another U.K. creative, Emily Pugh, was commissioned to make bespoke flags for the London store's central atrium.

Other partners include British race car driver Lewis Hamilton, British soccer legend David Beckham and, as for companies, Swiss watchmaker Omega the official timekeeper of the Olympics since 1932 has debuted several campaigns as Paris 2024 draws closer ([see story](#)).