

MEDIA/PUBLISHING

Selfridges publishes second edition of The Yellow Mag

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Barbadian singer and businesswoman Rihanna appears on the cover of the publication. Image courtesy of Selfridges

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British department store **Selfridges** is spotlighting creatives in a newly-released magazine.

The second edition of its annual *The Yellow Mag* publication is now on store shelves and available to read online. This year's volume includes an exclusive interview with cover star Rihanna, additionally featuring girl group FLO, jazz band Ezra Collective, culinary artist Laila Gohar, chef Rahel Stephanie and others.

Colorful characters

Highlighting British culture, the department store documents London's hottest places, people and products in fashion, beauty and art stories that unfold across 72 pages.

London-based artist Corbin Shaw dishes on his favorite spots around the city, *British Vogue* contributor and photographer Julia Sarr-Jamois styles a 10-page editorial shoot of prevalent fall/winter 2024 looks and a series of celebrities, including global pop star and business titan Rihanna, sit with Selfridges for its most recent print edition.

[View this post on Instagram](#)

A post shared by Selfridges (@theofficialselfridges)

The Barbadian singer speaks candidly about her beauty routine, comfort clothes and methods of self-expression. The Dior J'Adore spokeswoman's ([see story](#)) *Yellow Mag* appearance coincides with the launch of Fenty Hair at Selfridges.

The second edition of the publication sports a new name; its previous moniker, "Yellow Pages," has been retired in favor of a reference to the retailer's famous yellow bags. *The Yellow Mag* is available for free inside Selfridges stores and can be read at no cost [digitally](#).

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