

EXPRESS YOURSELF

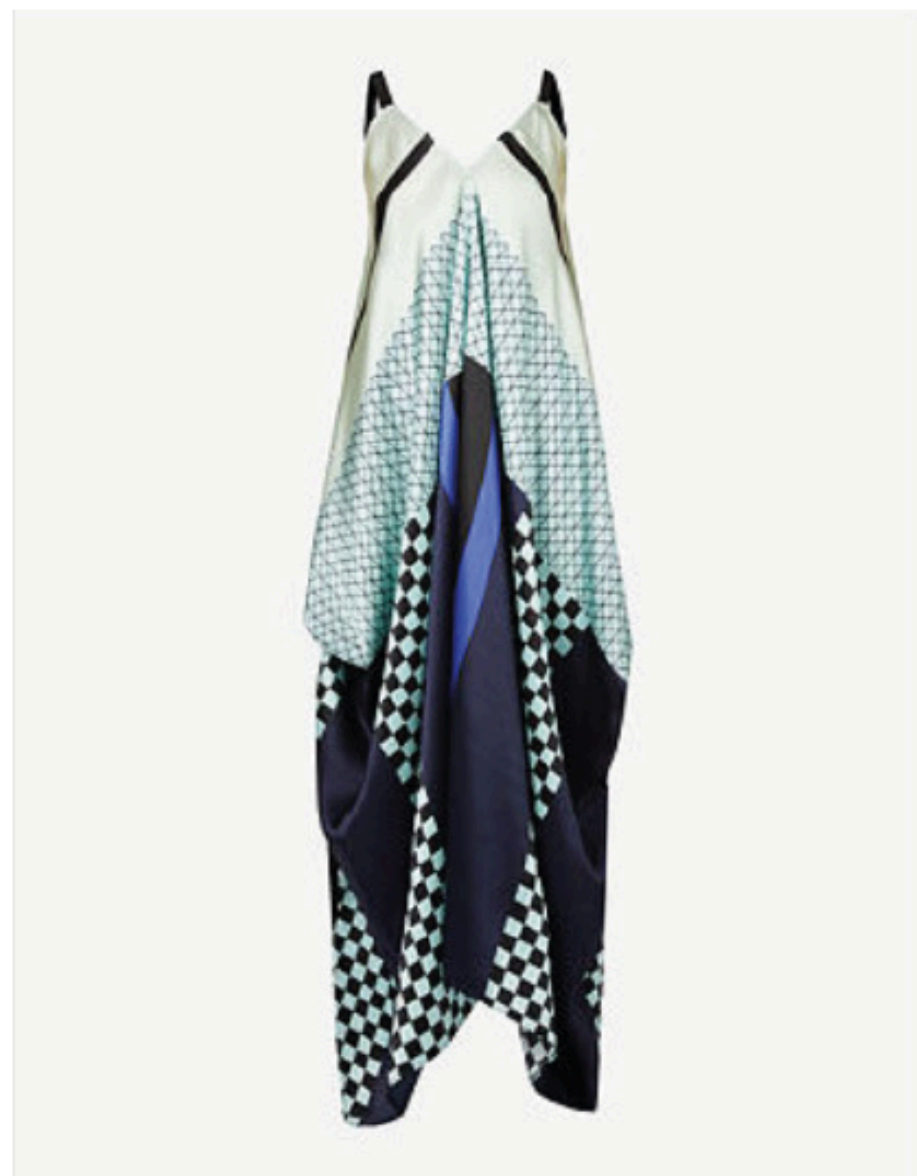
SELFRIDGES S/S 22 CAMPAIGN

Set against a darkly dramatic backdrop, we're exploring fashion's daring new mood and idiosyncratic takes on what we want right now with the most characterful, creative and earth-conscious SS22 collections.

SENSE OF ADVENTURE AND DISCOVERY

BOUNDARY-PUSHING, BOLD AND CREATIVE DESIGNS.





LUISA PARRIS

COLLECTION



M O O D B O A R D



WINDOW DISPLAY DESIGN

INSPIRATION



IMAGES

by Robin Galieque, using the darkness of caves and rocks for the window background and setting;

WRITTEN WORDS

by Thea Birchard, to create a strong and dramatic narrative that focuses on movement;

COLLECTION DESIGN

by Luisa Parris, for the mannequin and dress created with strong and bold colours.

MATERIAL



INSULATION

carved and spray painted to give it a rock texture;
use of chicken wire to hold insulations in place and support the structure.

MANNEQUIN



SCAN TO
DISCOVER
THE DANCE

BOMBYX MORI DANCE

to create the theatrical and in-motion look realised through the use of insulation material.

PLATINUM ENTRANCE



DESIGN

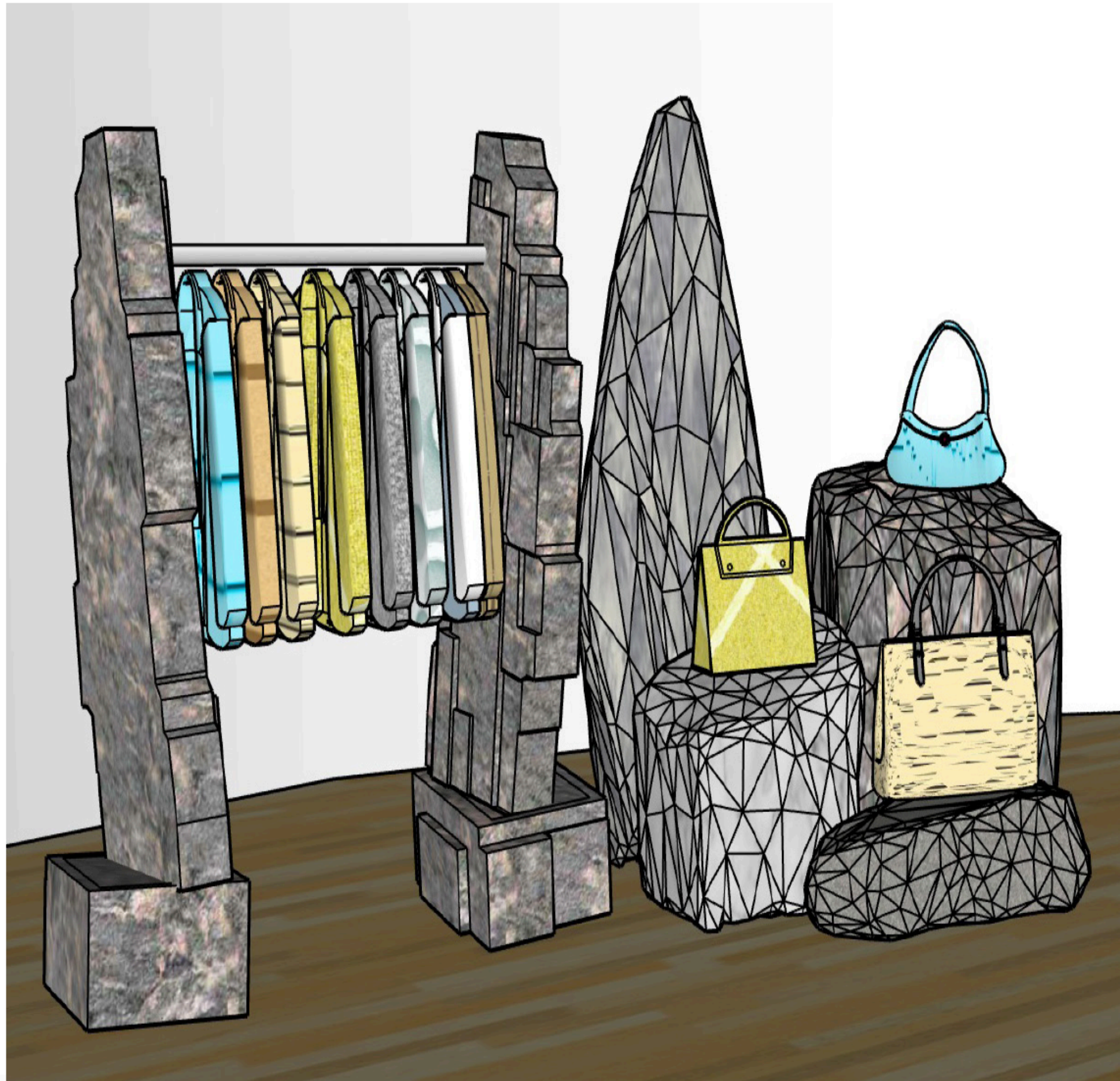
Installation that will be placed behind in-store mannequins at the entrance of the store. This enhances and creates an omni-channel link between the window display and in-store design.



MATERIAL

It will be created with soft recycled polyester insulation placed within a chicken wire structure to create the cave design. Additionally, the soft material is spray painted in order to create the rock texture and enhance colours of the campaign collection.

IN-STORE FIXTURE



DESIGN

Store fixtures will be designed around the look of the window display, so multiple shapes from the cave will be kept to hold products and clothes.



INSPIRATION

By James Shaw's creations made to challenge the notion of 'waste'.



MATERIAL

Recycled thermoplastic.

ONLINE HOME PAGE

GBP £ | English

SELFRIDGES&CO



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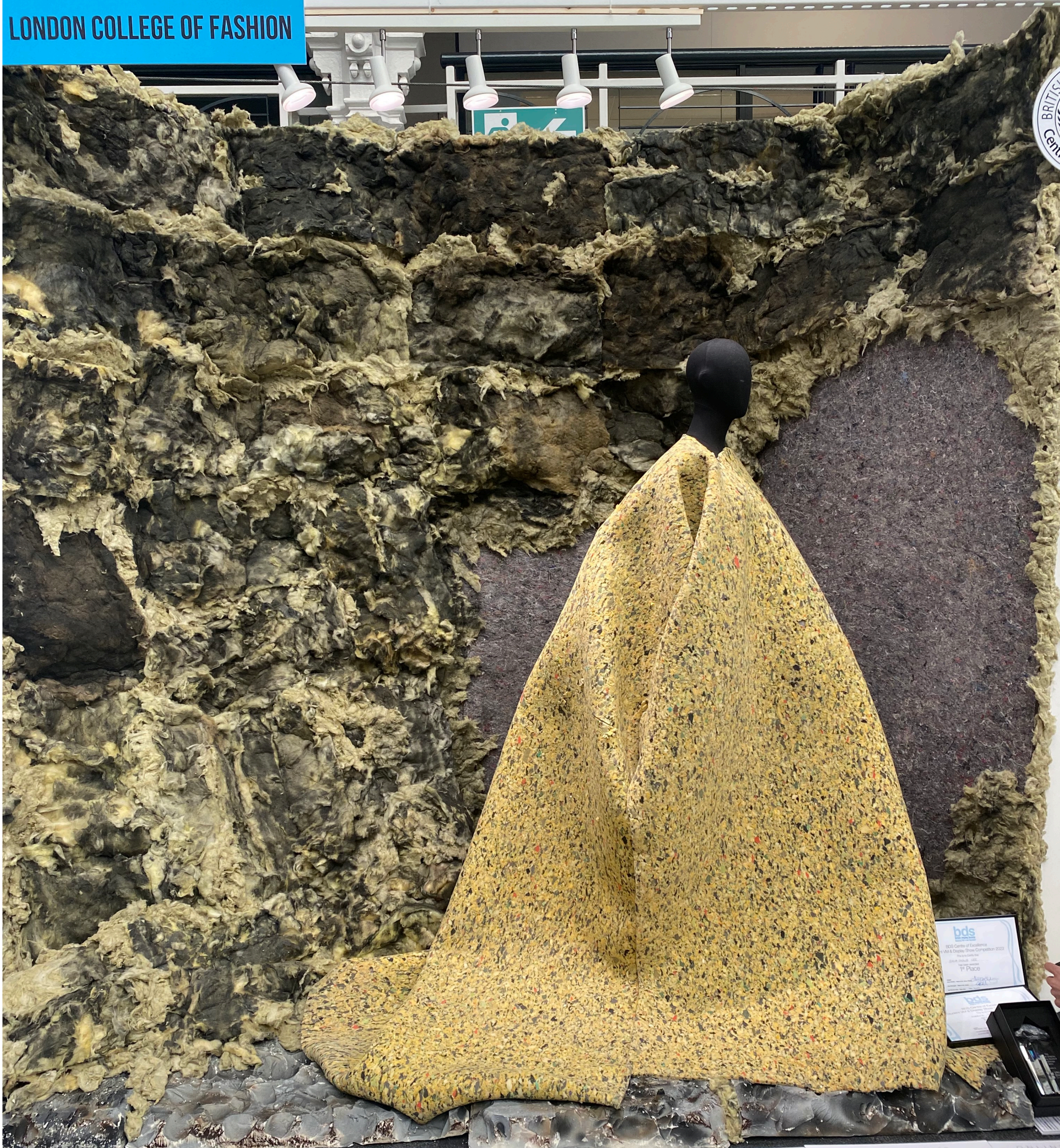


ENTER DISCOVERY MODE

Last season, we had our fashion feelers out, tentatively testing how our tastes had evolved after being cooped up indoors. Now, with the world beginning to open up again and opportunities to travel feeding our newfound wanderlust, we're raring to push the limits of our personal style. Tapping into this renewed sense of adventure, the SS22 collections at Selfridges are bursting with boundary-pushing designs, bold new designers and pioneering ideas that are daring us to do just that. We're not talking the dreamy, whimsical aesthetic of seasons past, but a stronger, individual look that exudes confidence and attitude. So join us as we explore this exciting new fashion landscape and discover this season of expressive style.



LONDON COLLEGE OF FASHION



ANNEQUIN... connect the window and the interior. creating a theatrical and... use of insulation material.

FIXTURES AND PLATINUM ENTRANCE: will combine mood board and dramatic design. display to the in-store look; created by smaller versions of the campaign collection so that feelings can be represented

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