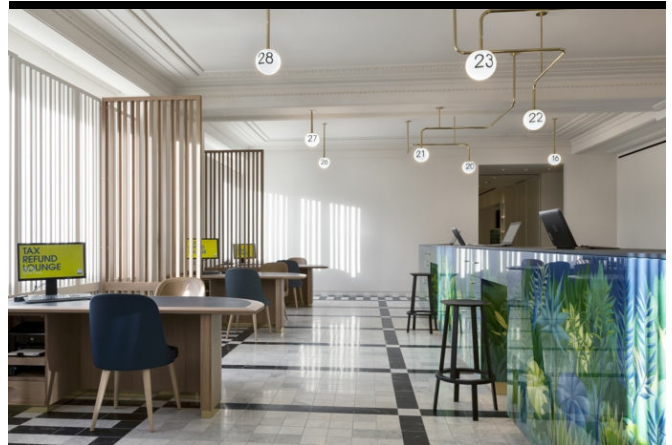


TAX HAVEN: SELFRIDGES OPENS NEW LOUNGE FOR INTERNATIONAL CUSTOMERS

By Jonathan Openshaw

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Selfridges : Luxury Shoppers Experience : London



London – Selfridges has raised the bar for international hospitality with a new VIP centre, catering specifically for the high-net-worth shopper.

The new 1,600-square-metre space, set above the main entrance and Neo-Classical clock, will take care of everything from processing tax-free purchases to organising theatre tickets. In a sign of our international times, it also has a Mac bar and a Faith Room.

'We talked a lot about bringing back the glamour of the institution, harking back to when services such as banking and air travel were truly aspirational,' Tom Bartlett, founder of **Waldo Works**, the architecture and interiors studio that undertook the project, tells LS:N Global. 'It needed an international appeal, but also needed to say something unique about London and Selfridges. International shoppers spend a huge amount of time in generic spaces, so we wanted to avoid that at all costs.' The lush Rousseau-style interiors, referencing Selfridges' early 20th-century Palm Court restaurant, and milk glass lighting achieve this.

The so-called Sixth Continent is becoming an increasingly dominant force in international luxury and retail strategy. For more on how to appeal to international consumers, watch our [Luxury Futures Webinar](#).