



Selfridges | Photo source Alex Holyoake on Unsplash

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PERSONAL-SHOPPING APPOINTMENTS, HELD AFTER-HOURS OR VIA VIDEO



Selfridges's popular personal shopping services are evolving to ensure social distancing

Spotted: As the coronavirus lockdown eases in the UK, non-essential shops are allowed to reopen for the first time in almost three months. However, many stores are concerned that measures taken to protect staff and customers from COVID-19 will deter shoppers. To convince shoppers to return, upscale London department store Selfridges is rolling out a host of new shopping experiences.

Many people come to Selfridges for the pampering of its beauty department and personal shopping services. These are both remaining closed, but the store has arranged to hold personal-shopping appointments for fashion and beauty via video calls or after-hours in the store, with social-distancing rules observed.

With customers numbers limited, shoppers will need to wait in line to enter the store, but they can expect to be entertained by live entertainers and DJs while they queue. Once inside, customers will be able to use changing rooms, and these will be sanitised between use. Clothing will be steam-cleaned after being tried on, and items that can't be steamed will be quarantined for a minimum of three days.

According to stores director Meave Wall, the company is aiming to encourage customers to return by, "bringing a little bit more life and a joyful experience for customers who come to our stores." A one-way system will be in place and customer numbers will be limited, but NHS and social care workers, will be able to use a fast-track entrance.

As stores, restaurants and businesses reopen, we at Springwise are seeing a wide variety of innovations aimed at making this process easier. These range from [carpet tiles](#) with designs to help social distancing, to replacing elevator buttons with [foot pedals](#).

Written By: Lisa Magloff

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Website: selfridges.com

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Takeaway:

Most retailers have suffered from a huge loss in customers and sales during the lockdown. While many, like Selfridges, have increased their online sales, this has not replaced the losses from the closure of bricks and mortar stores. The future stability of the retail industry depends on being able to convince customers that it is safe to come back to the stores. But enacting safety measures is only a part of this. Customers must also be convinced that there is value in in-person shopping. Selfridges is paving the way with its enhanced offerings.