

Etsy to launch in Selfridges

BY LUKE TUGBY

Etsy is poised to launch in Selfridges this Christmas as theetail marketplace takes a further step into bricks-and-mortar in the UK.

The arts and crafts online marketplace will form part of a 'festive concept space' at Selfridges' Oxford Street store, which will run from October 22 until Christmas Eve.

Retail Week understands the tie-up could become permanent if Etsy's two-month stint proves a success. Etsy already trades from around 30 permanent locations in Nordstrom department stores across the US, where it sells items in the group's At Home departments.

The Nordstrom scheme grew after Etsy initially worked with the retailer in its Seattle and Chicago stores to form the Etsy and Nordstrom Presents collaboration in 2013.

Etsy, which sells handmade products from clothes to jewellery created by around 1.4 million sellers worldwide, will stock a host of products based around Selfridges' 'Journey to the Stars' Christmas theme.

The department store's 'Ultralounge' area



Etsy will open a shop in Selfridges this Christmas as part of a foray into bricks-and-mortar

will be converted into the 'Astrolounge', selling astrology-themed products.

At least six Etsy sellers will be represented at the store, offering a range of items including dream catchers, astrological prints and pin cushions designed to look like moons and planets. The sellers will also be on hand to host live crafting sessions.

The move into Selfridges is Etsy's second venture into physical space in London. It opened a pop-up shop, Etsy House, in Covent Garden last Christmas.

The temporary store sold art, homewares,



clothing, furniture, stationery and health and beauty products.

Visitors were also able to take part in workshops hosted by Etsy designers and order items.

Etsy, which was founded in 2005, floated on the New York Stock Exchange in April this year. Shares soared 88% on the first day of trading, closing at \$30 (£20). That valued the company at almost \$3.3bn (£2.2bn).

The business is headquartered in Brooklyn, New York and has listed more than 29 million products since it started. It also has offices in Berlin, Paris, Dublin and London.