

Royal Mail and Selfridges announce Christmas partnership

29-10-2020

Bringing customers a truly Selfridges experience with Royal Mail, in store and at Selfridges.com, the partnership offers a one stop shop and ship service for parcels, with Letters To Santa included, and exclusive Royal Mail brand collaborations.

Today, Royal Mail announces a special partnership with Selfridges for Christmas. 'Royal Mail at Selfridges', will be an immersive experience spanning store and online, which launches to the public on the 12th November.

In a year like no other, when the human touch has never been so sought-after and missed, 'Royal Mail at Selfridges' is an opportunity for customers to reinforce personal connections with friends, family and even Santa!

The joining of two iconic British brands will produce a dedicated space within the Selfridges London store, designed to help the nation prepare their letters and parcels for Christmas. The design for the space will be a loose and playful interpretation of a postal destination through a Selfridges lens; complete with trolleys, mail bags and other post-themed paraphernalia.

In the beautifully festive space, customers can buy loved ones presents and have them

professionally wrapped, as well as take advantage of a bespoke postal service. This will enable Selfridges London customers to have the gifts they buy in store delivered by Royal Mail. Customers will also be able to write and send letters directly to Santa, with an in-store Santa Mail service.

An exclusive product range has also been created for the partnership, which includes branded mugs, festive baubles and more. The range will be available to buy in the London, Manchester and Birmingham stores, and online at www.selfridges.com.

Selfridges London is also working with brands including teapigs, Tiffany & Co. and Biscuiteers to celebrate the Royal Mail partnership in unique ways. Details of these will be announced in due course.

Nick Landon, Chief Commercial Officer at Royal Mail, said "We are delighted and truly excited to announce this partnership. It marks the perfect pairing of two iconic British brands. Christmas is a special time

and this year in particular, we want to help make it as special as possible. Our postmen and postwomen will be delivering even more of the nation's most treasured gifts this festive season, so we want to make the whole experience as magical as we can. Doing this in partnership with Selfridges is guaranteed to add the Christmas sparkle to top this off. From everyone at Royal Mail, stay safe and get ready for a very merry Christmas with Royal Mail at Selfridges".

Meave Wall, Stores Directors at Selfridges, said: "We are excited to team up with Royal Mail and to bring such a bespoke postal service and offer to our customers right in time for the busy holiday season. More than

ever, we value the decision customers are making to shop with us and, in return, we've done our best to bring to them a unique product offer and an array of services to make their time with us pleasurable, easy and efficient at this hectic time of year. Royal Mail at Selfridges delivers on all those benefits and we can't wait to welcome our customers to this new service destination".

The partnership will officially run until early January 2021.

*The parcel delivery service only applies to Selfridges London customers.

Source: [Royal Mail](#)

