CULTURE

Selfridges launches 'The Stock Market' as part of its Worn Again circular initiative

What is it?

Inspired by the London Stock Exchange, this fun circular economy initiative encourages customers to value, exchange, repair or restore their items.

'Reselfridges' stockbrokers will connect customers to circular services such as tailoring and repairs, as well as a series of upcycling workshops.

Why does it matter?

As retailers double down on their ESG targets, circular models will become key to achieving these goals.

Strategic implications:

The retailers that embed circular principles into their supply chains stand to win.

STEPIC drivers/winning strategies:

Power in purpose
More with less

SELFRIDGES&Co

Customers can have items such as handbags or footwear from their wardrobes valued by a team of authenticators, with the option to sell to Selfridges in exchange for store credit.