# Selfridges scales Reselfridges hubs across UK as circular shopping goes luxury



Selfridges has cemented its position at the heart of fashion’s sustainability push, following its win in the Retail Excellence category at TheIndustry.fashion Awards 2025 for its Planet-focused work. In the interview accompanying the award series, Christian Toennesen, Sustainability Director at Selfridges Group, outlined RESELFRIDGES as an ecosystem of products, services, and activities designed to build a sustainable future for both the retailer and its customers. He explained that RESELFRIDGES spaces sit alongside the luxury brands across Selfridges’ stores with the ambition that circular shopping should feel as elevated as buying new. “RESELFRIDGES spaces are embedded alongside our luxury brands across all four stores, with the aim of making circular shopping feel as elevated and luxurious as buying new,” Toennesen told TheIndustry.fashion. The discussion also touched on how sustainability communications are regulated and the emerging debate around brands opting to “greenhush” rather than actively publicising every initiative, a topic the retailer says it is navigating by balancing clarity with consumer relevance.

The industry’s response to Selfridges’ approach has been reinforced by tangible scale-up in the last year. The retailer has moved to roll out permanent Reselfridges accessories destinations to all UK stores, expanding the circular ecosystem beyond London. In its most detailed account to date, Selfridges described a London space of about 1,000 square feet as the anchor, with plans for a 3,000 square foot circular fashion destination on the third floor to unite initiatives such as SOJO repair, HURR rental, Vintage Threads and We Are Cow in one hub; the Handbag Clinic becomes a permanent concession as part of the broader strategy. The company reiterated that the rollout will keep preloved pieces, repairs, upcycling and archive access at the core of its offer, reflecting customer appetite for sustainable luxury. This expansion was reported by Selfridges and corroborated by industry outlets, which noted the company’s ongoing partnerships to curate vintage pieces and customise purchases as part of a seamless circular experience.

Selfridges’ circular model is built to normalise repair and resale as everyday aspects of premium shopping. The retailer describes Reselfridges Repair as a network that spans multiple stores, with six permanent repair destinations in Selfridges London alone, covering clothing, shoes, accessories, jewellery and even Apple devices, in collaboration with partners such as SOJO and SNEAKERS ER. The in-store repair, resale and refurbishment offering sits alongside other circular services and experiences, including collaborations and curated capsule activations. A high-profile example of the continued expansion of this approach occurred in March 2025 when Burberry opened a ReBurberry circular pop-up at Selfridges, focused on restoring trenches, scarves and leather items dating back to pre-1999, with additional services such as scarf upcycling and cashmere refresh featured as part of Burberry’s ongoing commitment to extending garment lifetimes within Selfridges’ circular ecosystem.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.theindustry.fashion/theindustry-fashion-awards-winners-interview-christian-toennesen-sustainability-director-selfridges-group/), [[4]](https://us.fashionnetwork.com/news/Reselfridges-accessories-concept-rolled-out-to-all-selfridges-branches%2C1621699.html)
* Paragraph 2 – [[1]](https://www.theindustry.fashion/theindustry-fashion-awards-winners-interview-christian-toennesen-sustainability-director-selfridges-group/), [[2]](https://selfridgespress.com/2024/04/08/selfridges-opens-permanent-reselfridges-accessories-destinations-in-every-store/), [[5]](https://fashionunited.com/news/retail/selfridges-opens-permanent-reselfridges-accessories-concepts/2024040459248)
* Paragraph 3 – [[3]](https://www.selfridges.com/US/en/reselfridges/repair), [[6]](https://fashionunited.com/news/retail/burberry-launches-circularity-pop-up-at-selfridges/2025030664840)

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## Bibliography

1. <https://www.theindustry.fashion/theindustry-fashion-awards-winners-interview-christian-toennesen-sustainability-director-selfridges-group/> - Please view link - unable to able to access data
2. <https://selfridgespress.com/2024/04/08/selfridges-opens-permanent-reselfridges-accessories-destinations-in-every-store/> - Selfridges has announced the permanent expansion of its RESELFRIDGES circular ecosystem to all stores, creating dedicated destinations for resale, repair and customisation within the accessories halls. In London, RESELFRIDGES is now a 1,000 sq ft space, with a forthcoming 3,000 sq ft circular fashion destination planned for floor 3 that will unite SOJO repair, HURR rental, Vintage Threads and We Are Cow in one hub. The Handbag Clinic and bespoke artwork by Byronesque are featured. The move reinforces circular shopping as a core ambition, advancing preloved pieces alongside repair, upcycling and archive access. This aligns with customer interest in fashion sustainability.
3. <https://www.selfridges.com/US/en/reselfridges/repair> - Selfridges runs Reselfridges Repair across its stores, embedding repair capabilities as part of its circular shopping strategy to extend product lifetimes. The page highlights SOJO clothing repairs and alterations, and Apple repairs by Select, with repair destinations including Selfridges London and other locations. Repairs cover clothing, shoes, accessories and jewellery, and even Apple devices, with in-store appointments available. By placing repairs alongside resale and rental, Selfridges demonstrates how circular fashion can be normalised within premium retail, offering customers convenient paths to repair, reuse and extended service life for their purchases.
4. <https://us.fashionnetwork.com/news/Reselfridges-accessories-concept-rolled-out-to-all-selfridges-branches%2C1621699.html> - Fashion Network confirms that Selfridges has expanded its Reselfridges accessories concept to all UK stores, making circular shopping a permanent pillar of its offer. The Reselfridges spaces now present a curated selection of pre-owned accessories and rare archive pieces, with London’s space expanded to around 1,000 sq ft and a larger third-floor circular fashion destination planned to house SOJO repair, HURR rental, Vintage Threads and We Are Cow. The Handbag Clinic becomes a permanent concession for repairs. The rollout also features ongoing partnerships with Byronesque and OOTO, continuing a strategy of collaboration to deliver historical pieces and customisation alongside repair and resale.
5. <https://fashionunited.com/news/retail/selfridges-opens-permanent-reselfridges-accessories-concepts/2024040459248> - FashionUnited reports Selfridges is rolling out permanent Reselfridges accessories concepts across its four stores, showcasing pre-owned pieces and rare archives. The London flagship gains a new, larger space with repair, resale and customised services; a 3,000 sq ft circular fashion destination will unite Sojo repair, Hurr rental, Vintage Threads and We Are Cow, while The Handbag Clinic becomes a permanent concession. Partnerships with Byronesque and OOTO will continue to provide curated vintage pieces. The expansion cements circularity as a central pillar of the retailer’s offer, aligning sustainability with luxury shopping across its network.
6. <https://fashionunited.com/news/retail/burberry-launches-circularity-pop-up-at-selfridges/2025030664840> - Burberry opened a ReBurberry circular pop-up at Selfridges’ ReSelfridges destination, running 6–13 March 2025 to showcase restoration services for trenches, scarves and leather accessories. An artisan from Burberry’s Castleford factory assists with repairs, customisation and restoration of customer-owned trench coats. The pop-up features a selection of trench coats dating from pre-1999, individually revived and tagged Proudly Restored by Burberry. A Scarf Upcycle service and Cashmere Refresh are also offered, complementing broader ReBurberry restoration services available at select Burberry stores. The event emphasises Burberry’s commitment to extending garment lifetimes within a circular retail ecosystem.
7. <https://www.voguebusiness.com/sustainability/selfridges-wants-rapid-systems-change-is-it-possible> - Vogue Business discusses Selfridges’ Project Earth sustainability strategy, launched in 2020 and expanded with its first Impact Report in 2022. Managing Director Andrew Keith outlines progress and challenges across three pillars—materials, models and mindsets—and the retailer’s ambition to reach net-zero by 2040 and to push circular models to 45% of transactions by 2030. The piece highlights Reselfridges and related circular practices—resale, rental, repair and refill—as central to the business model, as well as ongoing brand collaboration, transparency goals and employee engagement through Green Warriors. It notes that accelerating consumer uptake remains a key hurdle, but conversion is a strategic priority for Selfridges.