

# THE FOOD HALL SELFRIDGES

OXFORD STREET, LONDON

**CLIENT:  
SELFRIDGES & CO**

2001

A brand new look given to the Selfridges Food Hall by Lees Associates has increased sales by 18%.

The design makes use of curves and a crisp immaculate white to build a clean and flowing environment which, now, incorporates the fruit and vegetable area with the flower stall.

A new Juice Bar was also created, somewhere for customers to take a break from their busy shopping activity.

