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FUSE LIT FOR EXPLOSIVE 'VEGAS SUPERNOVA' AT SELFRIDGES

The unmistakable glamour of LAS VEGAS, entertainment capital of the world, will set the UK alight from APRIL 22ND – MAY 15TH 2005 as SELFRIDGES hosts a dazzling celebration of 100 Years of Vegas.

The fastest growing city in the US has outgrown its one-time kitsch image, offering up a more sophisticated showmanship, executed with taste and panache. Yes, Vegas has finally found its true calling. The glorious neon metropolis has blossomed into so much more... a chic weekend resort for pleasure seekers spilling over from the boulevards of LA; an indulgent retreat where excellent dining, world class entertainment, spa treatments, art galleries and designer shopping are all on the menu.

In creating VEGAS SUPERNOVA, SELFRIDGES brings the star of the desert right to the heart of the UK. Celebrated production designer, MICHAEL HOWELLS, will put his own inimitable twist on the super glam settings of Vegas. His luxurious creativity will be in evidence both inside and out.

'What happens in Vegas, stays in Vegas'. Or so they say. But Selfridges' windows will tell the whole story. Photographer and director extraordinaire, DAVID LACHAPELLE, will art direct the windows. His striking visuals will dominate the exterior, tantalising passers by and seducing them into the buzzing hive of activity within.

Each of the four stores will be throbbing with energy and light. NEON will flood the escalators and walkways, lighting the way to hundreds of Vegas inspired products, from one-off designer collectibles dripping with diamante and encrusted with gold, to special edition gaming sets and memorabilia. SPIRIT will be buzzing and beeping and flashing with pinball machines. BEAUTY HALL wizards will work their magic, transforming customers into perfectly tanned creatures, glimmering with decorative crystals. And who will be able to resist the temptation of dangerous cocktails created by master MIXOLOGISTS?

SELFRIDGES VEGAS SUPERNOVA will be pure spectacle. The chic ULTRALOUNGE will pulse with world class entertainment from CROONERS, SHOWGIRLS, DIVAS and ILLUSIONISTS. Visitors will double-take as ELVIS sweeps past on his way to the WEDDING CHAPEL. And in homage to an undisputed icon of flamboyance, LIBERACE'S awe-inspiring costumes will be on display for the first time ever outside of Las Vegas.

SELFRIDGES has an unrivalled reputation for breaking through the boundaries of retail. Recall the excitement of BRASIL 40° in 2004 or BODYCRAZE the year before, and then turn up the voltage for SELFRIDGES' VEGAS SUPERNOVA – an explosion of all that's worth exporting from the legendary oasis in the Nevada desert.

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