

## Selfridges unveils 40ft climbing column for summer



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Title

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Caption

People can climb the pillar outside the Oxford Street store.

The 40-foot column, designed in reference to the façade of the Oxford Street store, will be available to climb from Friday as part of Selfridges' Sportopia summer of sport event.

Selfridges have unveiled a climbing column behind their London Flagship store on Oxford Street, as part of Sportopia their season ticket to summer. Throughout July and August, Selfridges becomes a sports venue like no other, with major-league brand collaborations that create immersive destinations in-store, fun and games on every floor and different ways to connect with sporting heroes and grassroots communities. Climbing the Column are from left Destiny One, Anna Butler and Georgia Smith from Gorp Girls; a collective championing women + in the outdoors.

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