

# SELFRIDGES GROUP

**SELFRIDGES&CO** E A T A L Y

BROWN THOMAS

VENUE MANAGEMENT  
CONCEPT DEVELOPMENT  
BROKERAGE

London - Dublin  
2017-2022



INSIGHT HOSPITALITY

## LONDON

## THE ROOF AT SELFRIDGES

In a joint venture with Selfridges, we have managed the roof space of Selfridges and developed a winterised flexible space with a new roof structure and interiors. Over a period of 5 years, we created several concepts every 6 months, such as Forest on the Roof, Vintage Salt, Q on the Roof, Il Tetto. We had a direct management mandate, working alongside the Selfridges food directors.

## DUBLIN

## BROWN THOMAS

Insight Hospitality was retained by the Selfridges group owners of Brown Thomas, a Dublin-based department store. Our task was to develop a healthy all-day cafe. Green & Bean Cafe and Bar is the city centre's new healthy eatery offering great coffee, fresh juices and 'power salads'. The team carried out brand development, design development, and assisted the renowned Irish restaurateur Johnny Cooke with the food & beverage development.

## EATALY

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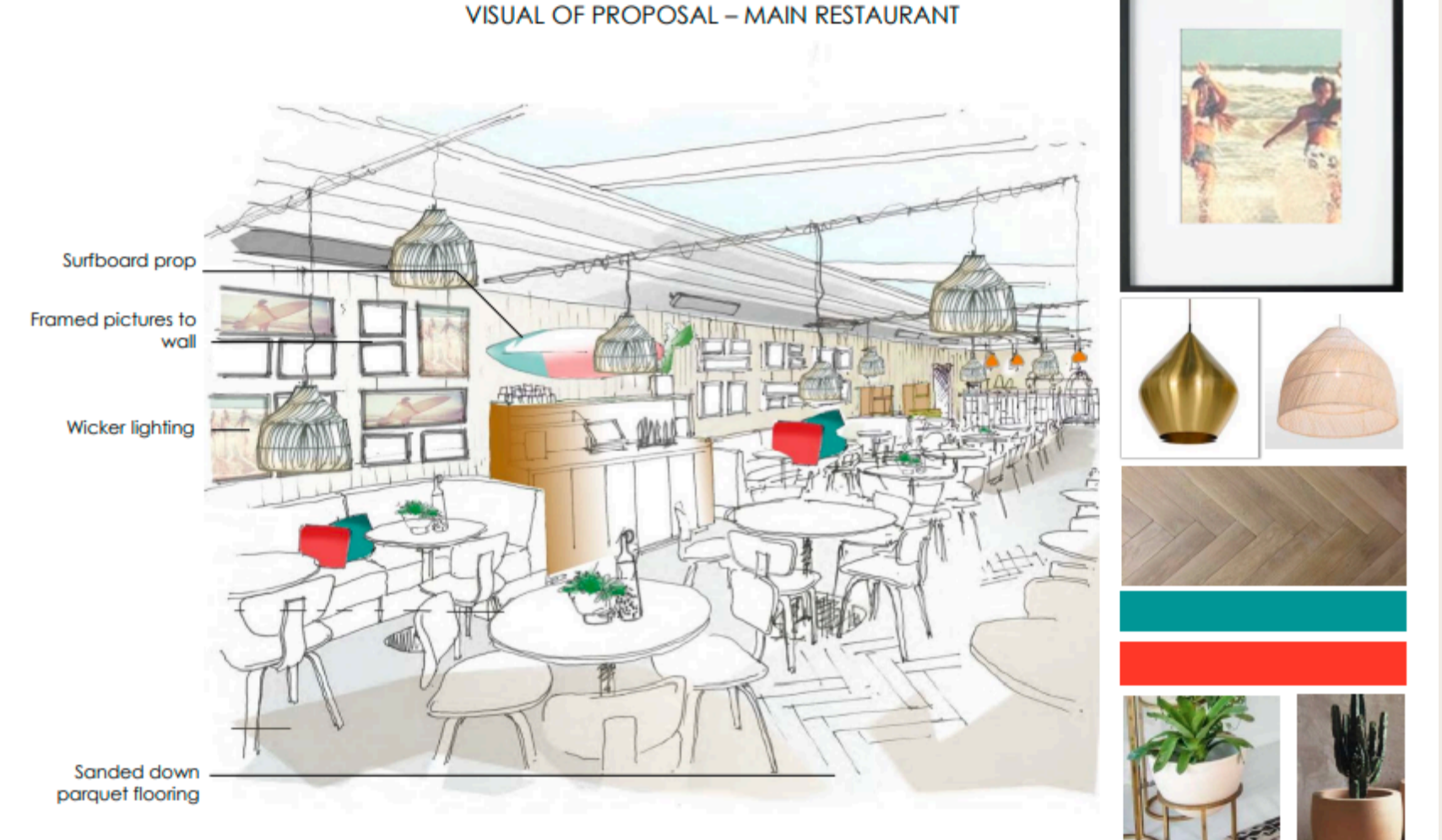
Insight Hospitality was appointed by Selfridges, which was the UK business partner of Eataly. The brief was to find and secure a 50,000 sq ft retail location in central London, develop a business plan, carry out market research, benchmarking, and develop a supply chain from Italy. Location was sourced and a deal agreed in Broadgate with British Land, the successful launch happened in Q1 2021.







VISUAL OF PROPOSAL – MAIN RESTAURANT





# CONTACT US

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