



TAYLOR BINS ARE IN FASHION AT SELFRIDGES

CATWALK clothing and waste management may not always go hand in hand, but at Selfridges bins are definitely in fashion.

A Continental 1100 litre bin designed by Taylor, market leader in waste containment, is the centrepiece of the entrance display for Spirit, the young fashion floor at Selfridges in Birmingham.

The bin is painted white and has bright lights spilling out of its open lid, and is surrounded by mannequins dressed in the store's key pieces, creating a stunning visual effect. The classic pressed steel panel design of the Taylor bin is an urban icon, appearing in the background of many television programmes.

The display, created by Visual Merchandising Manager Sheryl Hayes, follows the utility theme of Selfridges' Spring/Summer catwalk collection.

She said: "It's all about pared down, minimalist styling and the use of props. Inspiration came from 90s grunge, the New York warehouse look, and Kate Moss when she first started with Calvin Klein."

Peter Selkirk at Taylor said: "This is the first time we've had one of our bins used alongside high fashion, and we've had lots of positive feedback from people who've been to Selfridges and seen the display."

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