

IN-STORE

Printemps opens Christmas campaign with help from Burberry Brits

November 7, 2014



Cara Delevingne and Kate Moss at Printemps for the window reveal

By STAFF REPORTS

French department store Printemps unveiled its Burberry-centric Christmas window display with help from some familiar faces.

Sign up now

Luxury Daily

On hand for the campaign launch Nov. 6 were the spokesmodels for the My Burberry fragrance, Kate Moss and Cara Delevingne. Creating this tie between the British brand and its Parisian neighbor will help to celebrate the heritage of both.

Crossing the channel

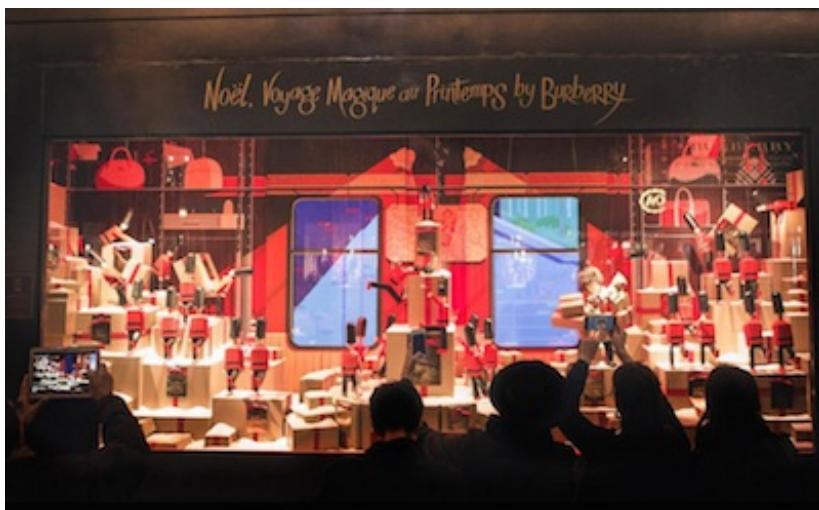
“The Magical Christmas Journey by Burberry” tells the story of a young boy who floats from London to Paris on an umbrella. Through in-store displays, a large installation on the store’s façade and an exclusive collection, Burberry will be able to reach Printemps’ customers, while also generating foot traffic for the retailer ([see story](#)).

Printemps’ Burberry branded story is told through 11 windows, which feature handmade puppets dressed in the exclusive Burberry collection made for the campaign. In the first the protagonist, a young boy, leaves the Burberry flagship at 121 Regent St. in London with his teddy bear.



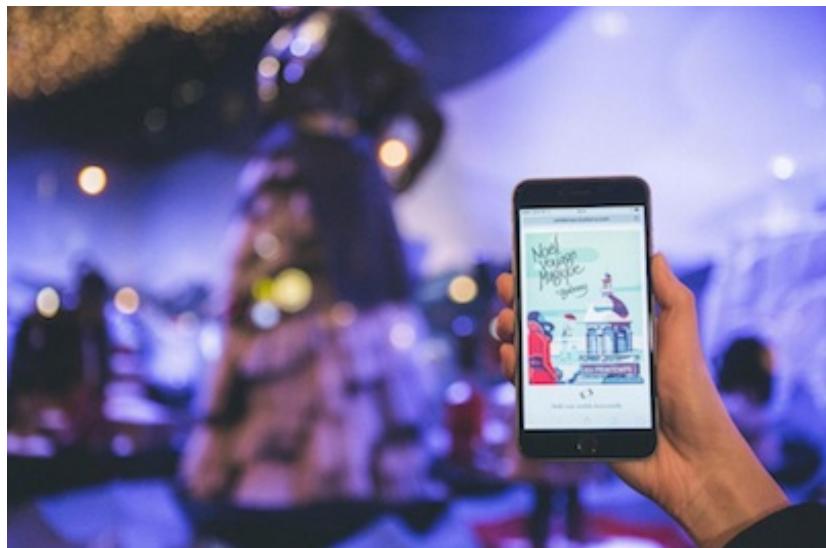
Puppet depiction of the boy and his bear

In consecutive panes, they fly over a train, cross the English Channel on a Burberry umbrella, hop aboard a train to help Busby puppets sort presents bound for Paris and finally land on the roof at Printemps.



Printemps window display

The windows include mobile interactivity, unlocked when consumers join the store's WiFi network, allowing users to change their perspective and view of the display by tapping into the vantage points of 14 cameras in the windows, which send images to their phones. Passersby can also change the weather and move elements of the scene depicting the boy crossing the Channel, causing thunder and lightning or spinning umbrella boats.



Twitter photo from Burberry

Consumers can also share digital postcards with loved ones, which capture a scene within the windows.

Embedded Video: [//www.youtube.com/embed/3zugHSHSzRM](https://www.youtube.com/embed/3zugHSHSzRM)

Inauguration des vitrines Noël, Voyage Magique

Burberry will be sharing exclusive content on social media that follows the hero's journey from London to Paris.

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.