

INTERNET

Neiman Marcus hosts Burberry personalization event online

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Burberry Bee bags

By STAFF REPORTS

Department store chain Neiman Marcus is giving consumers access to exclusive personalization through its ecommerce site.

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Starting Monday, March 23, consumers who purchase Burberry's Bee handbag from the retailer can have it hand painted by artisans in Italy. This is the first time this type of customization has been offered for the Bee, and granting consumers access to unique items will likely make an impression.

Make it your own

The Bee bag launched at Burberry's runway show in September for the spring/summer 2015 collection. The top handle style features a mix of fabrics.

At Neiman Marcus, the Bee bags are available in nine different colors, and the paint used will match the color of the trim.



Burberry Bee handbags

Through this customization, consumers can either have one or two initials painted on their Bee bags.

Neiman Marcus is offering the personalization through April 3.

Other retailers have given consumers access to personalization as a reason to shop for a handbag with them instead of their competitor.

French department store chain Printemps celebrated the savoir-faire of fellow French brand Longchamp through a pop-up shop Jan. 20 through March 10.

To introduce the looks and pieces for the spring/summer 2015 season, Printemps created the “Accessories Special” event that included an 11 pane window series and the Longchamp pop-up held in the atrium of the retailer’s boulevard Haussmann flagship. Hosting a pop-up shop while consumers were transition their wardrobes for the new season likely increased foot traffic in a department store after the holidays ([see story](#)).

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