

IN-STORE

Burberry invests in New York market with expanded SoHo shop

July 17, 2015



Interior of Burberry's SoHo store

By STAFF REPORTS

British heritage brand Burberry has reopened its SoHo boutique in New York after extensive renovations to the space.

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Burberry's newly expanded storefront on SoHo's Spring Street reopened July 15 after being under construction for an extended period of time. The redesigned boutique is larger than the original and reflects Burberry's global design concept.

New home

Located at 131 Spring Street, Burberry's larger SoHo boutique is a testament to the British brand's commitment to New York, where it operates six storefronts.

Housed in a landmark building in SoHo's Cast Iron District that is listed on the National Register of Historic Places, the boutique now features two new entrances and has been expanded to include a second floor.

The LEED gold certified-boutique includes large video screens to showcase brand content as well as the broadcasting of live events, enabled by the Burberry Retail Theatre concept. Employees are also armed with iPads, connected to Burberry.com, to provide

access to the brand's worldwide inventory. Collect in-store is also available at this Burberry location for purchases made online.

In addition to technology on-hand, Burberry's sales associates can speak Chinese, Russian and Arabic, among other languages, to communicate with the store's global clientele.



Burberry SoHo storefront

Within the space, consumers have access to the Burberry Prorsum, London and Brit collections and women's and menswear in addition to accessories, eyewear and watches. Consumers can also shop the Burberry Beauty counter for fragrance and cosmetics as well as have personal appointments with brand consultants.

To formally reintroduce the SoHo storefront, Burberry sent an email to subscribers that highlights the store's attributes and shares interior and exterior imagery. A click-through on the email's body lands on Burberry's store locator page for the SoHo space.

Burberry's global design concept was created under the design direction of Burberry chief creative and CEO Christopher Bailey. Each concept store brings consumers on a multi-sensory journey of experiences held in exclusive spaces.

Recently, Burberry has invested in the United States market, a key region for the brand, through a number of flagships such as its Rodeo Drive outpost in Los Angeles ([see story](#)) and a shop in Miami's Design District ([see story](#)).

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