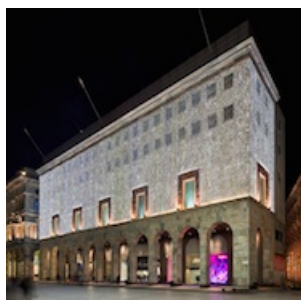


IN-STORE

Burberry decks La Rinascente's halls for the holidays

November 13, 2015



Exterior of La Rinascente Milan

By STAFF REPORTS

Italian department store La Rinascente's Milan flagship is celebrating the holidays in Burberry style.

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The British label's iconic check pattern will appear in the store's windows for the second year in a row from Nov. 17, while in-store the brand will offer beauty products. During the holiday shopping season, having a branded takeover can help a label spur sales, while prompting store visits from loyal fans of a particular brand.

Check, please

For the takeover, Burberry's check pattern will be displayed in Christmas colors, according to [WWD](#).

Inside the store, Burberry will host the official opening of its revamped beauty counter, complete with the first digital nail and lip bar in Italy.

Launched first at the label's Beauty Box in London, the touchpoint lets users virtually try on a nail polish by placing a bottle or tube onto a radio-frequency identification or RFID-enabled platform. They then choose their skin tone, and the color appears on a hand or pout onscreen ([see story](#)).

Beside Burberry's trench coats will be a display for the new My Burberry eau de toilette, with engraving services on hand to customize bottles.



Burberry gifts

Within the accessories department will be a Burberry gifting area focusing on personalized gifts, such as its classic scarves.

Burberry will be featured on the exterior of La Rinascente until Nov. 30.

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