

Fashion pays tribute to British Vogue with UK-wide window displays

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Vogue 100 display at Mulberry's boutique

By STAFF REPORTS

Cond Nast-owned British Vogue is continuing its centenary celebration with displays placed in the windows of high street brands throughout the United Kingdom.

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For the effort, British Vogue has partnered with more than 130 brands across London and key cities within the United Kingdom including Edinburgh and Manchester to honor the publication dubbed "the fashion bible." Vogue's visual commitment to the fashion industry aligns with this out of home awareness effort that creating larger-than-life advertorials sure to catch the eye of passersby.

Cover to cover

For its tributary bespoke Vogue 100 window displays, the publication worked with leading fashion houses and retailers with a presence on the UK's most distinguished high streets and retail centers.

The participating brands have placed the magazine's Vogue 100 logo in their windows and in some cases have featured covers of Vogue.

Brands with windows honoring Vogue's milestone include Alexander McQueen, Burberry, Chopard, Cond Nast Worldwide News, Fendi, Giorgio Armani, Karl Lagerfeld, Marc Jacobs, Missoni, Selfridges, Vertu and a number of other fashion houses, designer labels and retailers.



Vogue 100 window display at Burberry (photo: Darren Gerrish)

The celebratory displays will be on view until the end of the month.

Also, a special display of illustrated British Vogue covers, selected from its archives, will be hung from the ceiling of London's Burlington Arcade.

Tying the anniversary to consumer experience, Vogue will also host an exclusive shopping event at the Burlington Arcade on June 8. During the event consumers can visit a number of stores within the arcade that will be offering discounts.



Vogue 100 display at John Lewis (photo: Darren Gerrish)

Similarly, bringing print to life, British Vogue is also hosting its fifth Vogue Festival in May, using the fashion event as an opportunity to celebrate a milestone 100 years of publication.

For the 2016 festival, being held May 21-22, the magazine will construct a Vogue World on the East Albert Lawn of Kensington Gardens, giving attendees the opportunity to experience its universe. Department store Harrods is returning as the sponsor for the popular event for the third year in a row ([see story](#)).

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