

APPAREL AND ACCESSORIES

Burberry marks Riccardo Tisci's debut in bricks-and-mortar

September 17, 2018



Burberry's Regent Street flagship ahead of its September 2018 runway show. Image courtesy of Burberry

By STAFF REPORTS

British fashion house Burberry is teasing chief creative officer Riccardo Tisci's first collection with a flagship makeover.

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Burberry's Regent Street store in London has been transformed in line with the designer's vision for the label, with installations that look to the brand's past and future. Scheduled for Sept. 17 at 5 p.m. London time, the runway show marks the first designer switch for the brand in 17 years.

Heritage takeover

Burberry's flagship space was originally a theater. Reflecting this heritage, Mr. Tisci's design for the store incorporates curtains, which separate the sales floor into individual themed rooms.

These spaces feature individual signatures of Burberry, with one room dedicated to its trench coat while another highlights the Burberry check pattern.



Trench coat room in Burberry's store. Image courtesy of Burberry

Based on Burberry's iconic trench coat, the jacket's various hues are reflected throughout the space. Accents of pistachio and pale pink are featured amid shades of khaki and stone.

Within the atrium of the boutique, Burberry is showcasing artist Graham Hudson's piece "Sisyphus Reclined." The 3-story-tall installation tells a story through sound and visuals.

Sisyphus Reclined will be up at the store until Oct. 26.

Ahead of Mr. Tisci's debut runway show, Burberry has been running a series of multichannel teasers. From wrapping buildings, trolleys and taxis in destinations such as Hong Kong and New York in its new logo print, to a set of seemingly sneaky videos from its headquarters, Burberry is heralding his premiere at the house.

[View this post on Instagram](#)

The #ThomasBurberryMonogram on the streets of Hong Kong

A post shared by Burberry (@burberry) on Sep 4, 2018 at 7:44am PDT

Instagram post from Burberry

Burberry will be sharing limited-editions from its momentous collection via 24-hour product releases.

As part of Riccardo Tisci's first collection for the brand, special pieces will be available for a limited 24 hours from a series of releases. Making it more innovative, for the first time the label has created a bespoke digital selling experience in which products will be available through social media.

On Monday, Sept. 17 at 5:30 p.m. GMT, special designs will launch on Burberry's official Instagram and WeChat accounts. In addition to the digital launch, its flagship store in London will also carry some of the limited-edition pieces ([see story](#)).

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