

APPAREL AND ACCESSORIES

Burberry holds space in Mykonos, celebrating Riccardo Tisci's first collections

May 21, 2019



Burberry opens pop-up store in Nammos Village. Image credit: Burberry

By STAFF REPORTS

British fashion label Burberry is headed to Mykonos for the summer to celebrate its warmer collections at the popular destination.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

A pop-up shop in the village of Nammos in Mykonos has been created with inspiration from the recently redesigned flagship in London. The store will focus on two collections, the Burberry Spring Summer 2019 collection and the Thomas Burberry Monogram line.

Burberry comes to Mykonos

The village store is featured in a white and pistachio color palette. While the Burberry flagship on Regent Street in London inspires it, it also features elements based on the brand's Bond Street location.

Materials and textures in the store include plywood, impressive mirrors and high-gloss finishes.

The two collections housed in the pop-up are chief creative officer Riccardo Tisci's debut lines for Burberry. The summer collection this year is titled Kingdom.

Burberry's Mykonos location is fairly extensive for a pop-up shop, but the location will be open until October of this year.

Hours at the store will be 11am to 11pm and opens today, May 21.



Burberry's interior of the pop-up in Mykonos. Image credit: Burberry

Burberry has recently refreshed its brand and has taken an experiential approach to product showcasing and retail.

Department store chain Barneys New York partnered with the British fashion label Burberry for an interactive, omnichannel approach to a debut collection.

After completely turning around its business model and branding, Burberry promoted the launch of its recently appointed chief creative officer Riccardo Tisci's first collection throughout Barneys' store in New York. Barneys was the first store in the United States to offer the collection, and used a multitude of initiatives to capitalize on the exclusive partnership ([see story](#)).

The pop-up shop in Mykonos and the Barneys takeover is one of many new ways Burberry is tapping into the new retail landscape.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.