

RETAIL

Burberry brings Monogram collection to Saks with takeover

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Burberry has taken over Saks' windows for its Monogram collection. Image courtesy of Burberry

By STAFF REPORTS

British fashion house Burberry is teaming up with department store chain Saks Fifth Avenue to celebrate the launch of its heritage-focused Monogram collection.

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The Thomas Burberry Monogram collection takes its name and design from the brand's founder, with a print featuring interlocked T's and B's. Building a world around the print, Burberry is staging an installation and window displays at Saks that turn the monogram into architecture.

Monogram monarchy

After joining the brand last year, chief creative officer Riccardo Tisci worked with graphic designer Peter Saville to create a new monogram for the label ([see story](#)). Now the first full collection devoted to the monogram is launching with an advertising effort starring Gigi Hadid, marking the top model's first campaign appearance for the brand.

Burberry's Monogram collection features ready-to-wear and accessories for men and women.

Pieces range from classic and tailored to more streetwear inspired. T-shirts, hoodies and bum bags are geared towards a younger clientele, while a more dressed up consumer might pick up a silk A-line skirt or a nylon car coat ([see story](#)).

At Saks' Fifth Avenue flagship, Burberry is debuting the collection with window displays and an in-store installation on the ground floor.

The brand has constructed cardboard castles bearing the monogram print, which are reminiscent of structures from the British monarchy.



Burberry's installations reimagine castles out of cardboard. Image courtesy of Burberry

Burberry's takeover launched May 24 and will run through June 4. In addition to the installations in New York, the collection will be available for purchase at Saks' Boston, Houston and Atlanta stores and its ecommerce site.

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