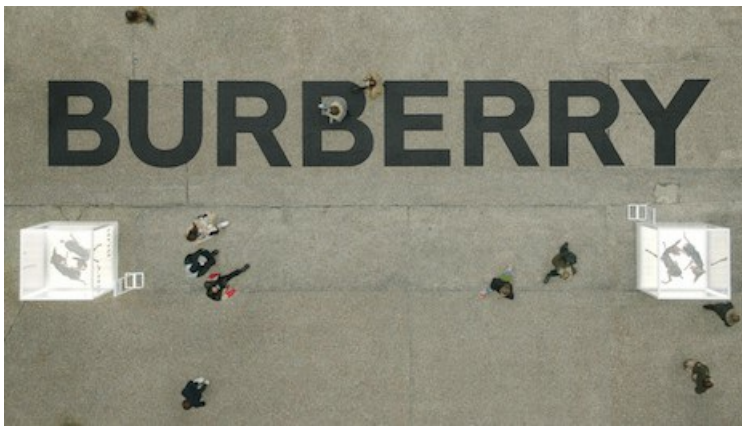


APPAREL AND ACCESSORIES

Burberry's "What is Love" campaign extends to Google Lens pop-up experience in London

December 11, 2019



Burberry has tapped Google Lens technology for its digital pop-up experience in London's Brick Lane. Image credit: Burberry

By STAFF REPORTS

British fashion retailer Burberry has debuted a digital pop-up experience powered by Google Lens at Ely's Yard, Brick Lane in London.

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Three large Burberry porcelain fawns through Dec. 15 will inhabit the industrial space in glass vitrines.

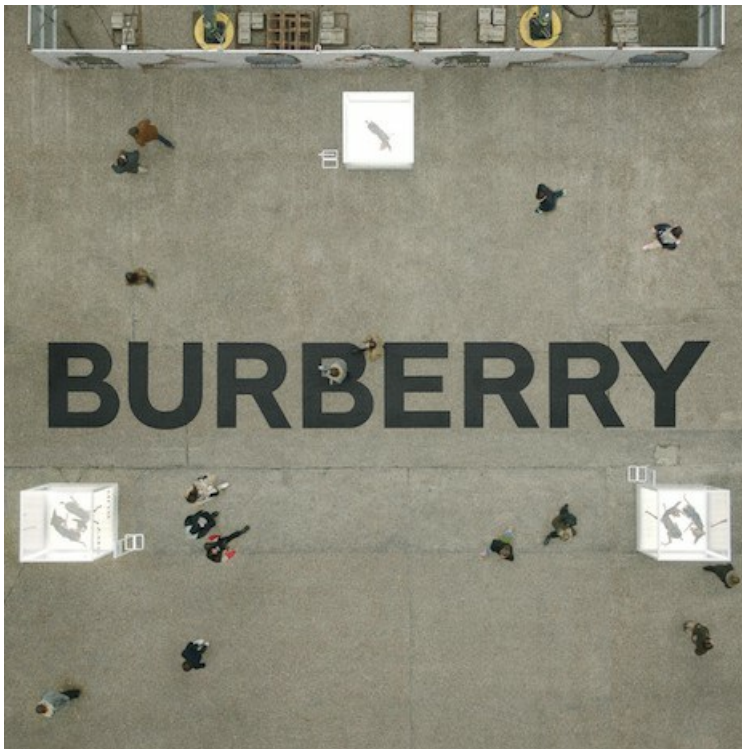
Scanning one of the glass boxes with the Google Lens app will let users see an aerial live feed of themselves on their phone, captured by a camera suspended more than 100 feet above them.

Love in it

This experience is part of Burberry's festive campaign "What is Love."

Burberry last month introduced its first holiday campaign since Riccardo Tisci took creative charge of the storied British brand.

The 69-second film at the center of the campaign, in true Tisci-style, is titled "What is Love?" and stars what the chief creative officer calls his "Burberry family." The campaign photography and video as well as the merchandise showcase Mr. Tisci's inclusive approach ([see story](#)).



*Long a proponent of the use of technology in-store and online, Burberry now has a pop-up digital experience in London using Google Lens.
Image credit: Burberry*

With the Google Lens pop-up, participants can take a screenshot of themselves with the fawns to post on their social platforms.

Burberry said the experience lets people capture unique moments of togetherness with friends and strangers, exploring humans' relationship with technology by presenting users with multiple perspectives on an image of themselves.

Google Lens uses computer vision technology to help users search what they see and by pointing their phone's camera.

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