

RETAIL

Burberry lays charm on Parisian shoppers with Printemps takeover

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Burberry relies on animal effigies and casts adjacent to its Evolution spring/summer 2020 collection to woo shoppers visiting Paris' famed Printemps store on Boulevard Haussmann. Image courtesy of Burberry

By LUXURY DAILY NEWS SERVICE

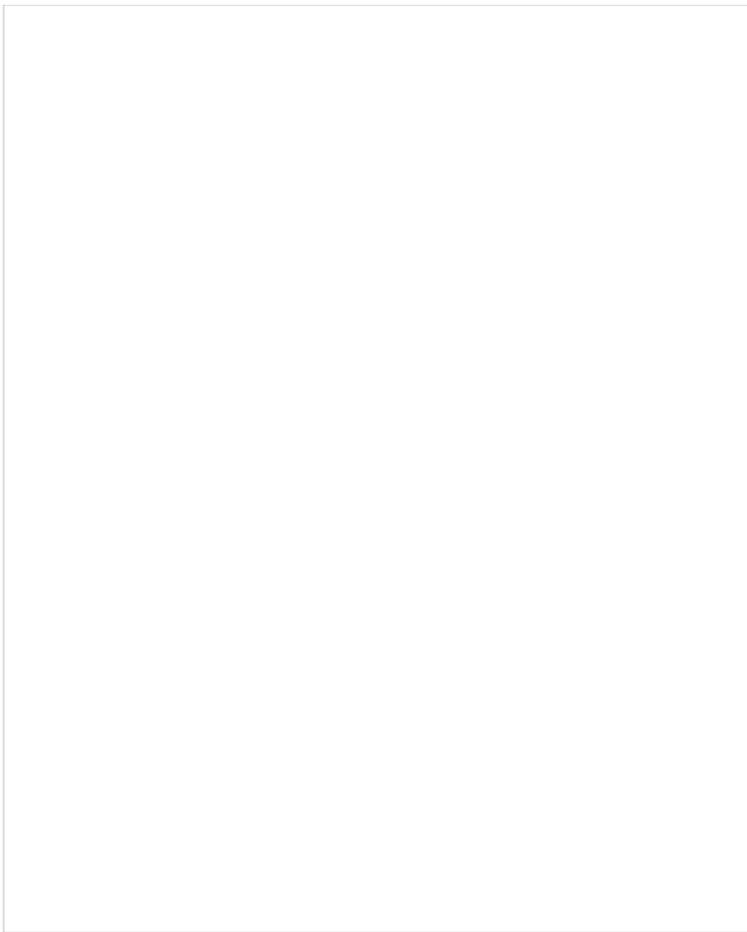
British fashion label Burberry will take over the atrium and all 11 window displays of Parisian department store Printemps to showcase its spring/summer 2020 collection.

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The custom-built space and windows will draw inspiration from animals, acknowledging the fascination with that subject's power and symbolism for Burberry chief creative officer Ricardo Tisci and the house's Victorian-era founder, Thomas Burberry.

"We are thrilled to launch this exclusive partnership with Printemps, which brings Burberry's spring/summer 2020 collection to life through powerful installations and unique, creative experiences," said Marco Gentile, president of EMEA at Burberry, in a statement.

The installation at Printemps' Boulevard Haussmann flagship location also marks Mr. Tisci's evolution of Burberry into more edginess classic meets eccentric with his third collection since joining the house. The spring/summer 2020 collection, called Evolution, celebrates the new house codes and is influenced by the Victoria era of the brand's founding.



Burberry spring-summer 2020 campaign featuring Kendall Jenner, Bella Hadid and Gigi Hadid Image Courtesy of Burberry, Inez and Vinoodh

Totally wild

Through March 22, Burberry will juxtapose animal installations next to the brand's **spring/summer 2020** merchandise, sourcing from its heritage as well as Printemps to include gorillas, birds, rabbits and lions.

The installation will pay tribute to both brands' trademark color palettes, from Burberry beige to Printemps pink. It features carpets imprinted with the Thomas Burberry logo, contrasting mirrored surfaces and black and white watercolor print walls.



Pink, animals and Burberry merchandise all the way through at Printemps' flagship store's atrium and 11 window displays in Paris. Image courtesy of Burberry

The dedicated space will carry Burberry's latest collection for men and women, including trench coats, hoodies and T-shirts with animal prints, the Burberry Horseferry House logo and the Monogram motif, as well as house's signature TB and Lola bags in new colors and fabrications from animal print and canvas.

Accessories will also be available to purchase exclusively at Printemps until March 22, per Burberry.

The Burberry spring/summer 2020 collection will also be available to purchase on Printemps.com, which launches early next month, as well as in Burberry stores globally and on Burberry.com, the label said.

Founded in 1865 by Jules Jaluzot, **Printemps** is one of the leading French retailers of fashion, luxury and beauty products with 19 department stores in France. Once owned by luxury conglomerate PPR now known as Kering the chain since 2013 has been in the hands of Qatari investors.

With more than 2,500 brands and a total surface area of 180,000 square meters, Printemps attracts an estimated 60 million visitors to its stores each year, with more than 20 million alone stopping by the Printemps Haussmann location in Paris that is a 155-year-old listed building.



Pink, animals and Burberry merchandise all the way through at Printemps' flagship store's atrium and 11 window displays in Paris. Image courtesy of Burberry

BURBERRY AIMS to draw a share of that traffic to its merchandise as shoppers browse the Boulevard Haussmann Printemps store.

"Throughout the store takeover we have worked closely with Printemps to celebrate Burberry's rich heritage, while introducing our new house codes and iconic products," Mr. Gentile said.

"We are excited to welcome customers to immerse themselves in the world of Burberry and explore our new collection," he said.

Evolution has arrived. Introducing the [#BurberrySpringSummer20](#) collection, captured in a campaign by [#InezAndVinoodh](#), and starring the [#Burberry](#) family. Discover more <https://t.co/EVCA6NbU4N#BurberryGeneration> pic.twitter.com/IKrjYyVucp

Burberry (@Burberry) [February 26, 2020](#)