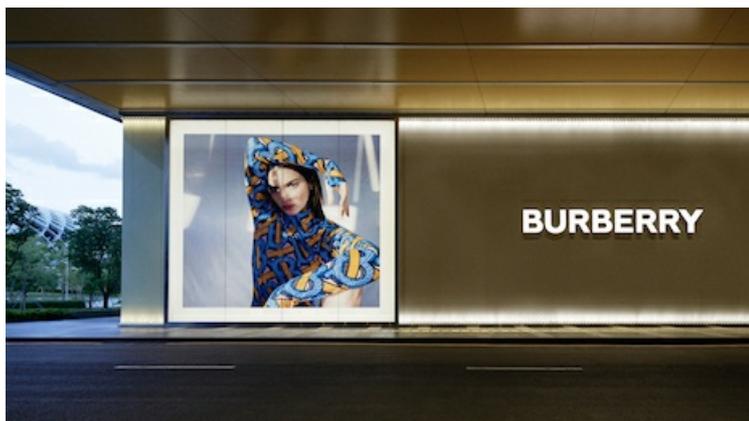


APPAREL AND ACCESSORIES

Burberry unveils luxury sector's first social retail store in China

July 31, 2020



Burberry claims its shop in the Chinese tech hub of Shenzhen is the luxury world's first social retail store. Image courtesy of Burberry

By LUXURY DAILY NEWS SERVICE

Tech-savvy British fashion brand Burberry on July 31 will open the luxury sector's first social retail store in Chinese tech hub Shenzhen, binding the physical and social worlds in a digitally immersive retail embrace.

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The store, backed by Tencent technology in an exclusive partnership, opens in the new Shenzhen Bay MixC development. It is designed as venue for exploration, inspiration and entertainment, letting shoppers experience Burberry and its products in person and on social media.

"The new social retail store reflects Burberry's pioneering history of firsts and ambition to continue to push boundaries through innovation and creativity," Burberry said in a statement. "It is a unique space to test and learn, and to trial innovation that can be expanded to the rest of the Burberry network in China."



The newly opened Burberry store in Shenzhen, China is a blend of physical and social retail. Image courtesy of Burberry

Content and commerce

China is a key market for **Burberry**, a label like its peers that has been hit hard by COVID-19 measures that restricted travel, store operations and movement of goods.

Interactions from social media are brought indoors into a bricks-and-mortar retail store.

A dedicated WeChat mini program will let consumers unlock exclusive content and personalized experiences and share them with their communities.

Part of that customized digital companion lets shoppers, whether in-store or online, also experience store tours, products and experiences, along with one-to-one client conversations, in-store appointments, events and table reservations in the store caf, Thomas's Cafe.



Scanning QR code on Burberry's classic trench coat in the Shenzhen, China social retail store. Image courtesy of Burberry

The Burberry Social Currency feature within the mini-program rewards customer engagement by unlocking unexpected content and experiences, the brand said.

Indeed, the more the customer engages with Burberry in-store and online, the richer their experience becomes.



Burberry WeChat mini program in Shenzhen, China social retail store. Image courtesy of Burberry

"The store is made up of a series of spaces for customers to explore," Burberry said. "Each has its own concept and personality and offers a unique interactive experience."

"Drawing upon Burberry's rich heritage, the store also celebrates the house codes as reinterpreted by Riccardo Tisci, including the Trench Coat, the Thomas Burberry Monogram, Nature and the Burberry Animal Kingdom."

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