

APPAREL AND ACCESSORIES

Burberry brings Animal Kingdom pop-ups to online shoppers

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Shoppers can experience the Burberry Animal Kingdom pop-up online or in-person. Image credit: Burberry

By SARAH RAMIREZ

British fashion label Burberry is taking its pop-up experiences virtual, engaging luxury shoppers who may not be ready to return to in-person retail.

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To celebrate its Animal Kingdom campaign, Burberry is complimenting its in-store pop-ups with a digital experience. Consumer-facing experiences remain an important way for brands to connect with consumers, even as the coronavirus pandemic has limited in-store shopping.

"As Burberry celebrates their launch of their new range of 3 voyage inspired bags, the luxury brand faces the challenge of presenting the designer's vision during COVID and the uneasy present atmosphere," said Stephanie Navarro, digital marketing strategist at Blue Moon Digital.

Animal Kingdom pop-ups

Burberry will feature the Lola bag, Pocket bag and TB bag in the pop-up experiences.

Online, shoppers can select which silhouette they are interested in before viewing the different color ways available. The handbags are photographed against animal sculptures in whimsical pastel shades.

This includes pop-up exclusives, such as a limited-edition blush pink Pocket Bag.

The two-tone leather and canvas bag was designed by Riccardo Tisci and is inspired the house's archives. It is also available in black, tan, brown, among other selections.



The Animal Kingdom pop-ups will feature limited-edition handbags. Image credit: Burberry

Burberry's signature TB handbag is also available in blush pink leather, as well as several quilted, two-tone and leather options. Similarly, the Lola bag is sold in several colors of quilted canvas and raffia.

Store pop-ups will run from September through early January 2021. Locations include South Coast Plaza, Dubai Mall and Rodeo Drive, as well as several Burberry boutiques and stops throughout New York City.

Each physical pop-up is also designed to be carbon neutral through a partnership between Burberry and Wildlife Works, an organization that works to restore threatened animal habitats.

Pop-ups in the age of COVID

Prior to the pandemic, Burberry had already begun experimenting with incorporating more digital features at pop-ups.

During the holiday season, Burberry debuted a digital pop-up experience powered by Google Lens at Ely's Yard, Brick Lane in London.

Three large Burberry porcelain fawns inhabited 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 ([see story](#)).

As the coronavirus pandemic continues, it is important for luxury brands to invest in consumer-facing activities. These can be both online and in-person, as lockdowns are lifted.

In April, Burberry launched a leather goods campaign in mainland China. This featured a series of more sustainable pop-up stores incorporating an augmented reality experience, as well as a limited edition Pocket Bag ([see story](#)).

Another customer-focused endeavor from Burberry could be seen in 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.

The store, backed by Tencent technology in an exclusive partnership, opened 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 ([see story](#)).

"In the era of Zoom fatigue' and virtual happy hours, many individuals are craving a more interactive and engaging experience," Ms. Navarro said. "Established Burberry clientele could be re-activated by adding a personalized touch to each individual experience, and using multimedia and dramatic experiences of full screen visuals and animation, the audience would have a similar experience to in person senses to make the digital pop up memorable and more effective."