

APPAREL AND ACCESSORIES

Burberry brings AR experience to Olympia pop-ups

May 17, 2021



The World of Olympia pop-up has a Grecian, classical theme. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry has launched a new augmented reality experience to compliment a new pop-up series centered around its new signature handbag, the Olympia.

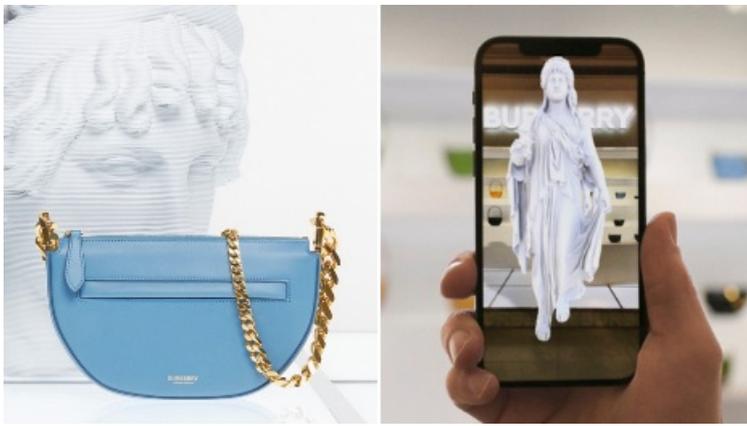
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Leveraging AR technology from 8 Wall, Burberry's new experience allows visitors at its World of Olympia pop-ups to make classical statues "come alive." The label has been using AR experiences to boost ecommerce engagement, but this latest offering can only be accessed in-stores as Burberry and other retailers welcome back shoppers.

World of Olympia

The first World of Olympia pop-up opened on May 4 at [Harrods](#). Designed by creative officer Riccardo Tisci, the new Olympia handbag is hand-shaped and painted in Italy and has a unique curved silhouette accented with gold or palladium-plated hardware.

"Our Olympia bag pop-up marks not only the launch of our new signature handbag design, but also an exciting moment for Burberry in the U.K. as we welcome customers delighted to return to our stores once again," said Gavin Haig, chief commercial officer at [Burberry](#), in a statement. "We are looking forward to bringing our customers this unique experience in partnership with Harrods, presenting a striking installation that reflects the inspiration behind the Olympia bag in one of the most iconic retail locations in the world."



The AR experience digitizes the Grecian-inspired statues. Image credit: Burberry

The pop-up display features statues recall ancient Greece, including a statue of Elpis, the spirit of hope, which can be brought to life with the interactive AR experience. It does not require a separate app download, improving ease-of-use.

After scanning a dedicated QR code, visitors can then place an animated version of Elpis at the pop-up. The digitized statue will appear to walk towards users and leave a trail of statues behind her.

To increase engagement and awareness, users are encouraged to capture photos or video of the AR statue and share on social media.

The pop-ups will sell the slim Olympia shoulder bags in several sizes and exclusive colorways, with each bag having an edition number engraved inside. The Olympia collection also includes a card case with a detachable strap, and a messenger bag, backpack and tote are forthcoming.

Shoppers can also purchase other Burberry handbags and accessories at the pop-ups, including the TB bag, the Pocket bag, totes and more.

After Harrods, the World of Olympia pop-up will spend the year visiting Galaxy Macau Bergdorf Goodman, Nanjing Deji, Shinsegae Centum, HK and Isetan. The AR experience will also be available at "pop-ins" at select Burberry boutiques around the globe.

For last year's Animal Kingdom pop-ups, Burberry featured the Lola bag, Pocket bag and TB bag in 360-degree experiences. Online shoppers selected which silhouette they were interested in before viewing the different color ways available ([see story](#)).

More recently, Burberry introduced a new augmented reality experience inspired by the ocean themes of its spring/summer 2021 campaign. Available on its ecommerce site or app, consumers can virtually view the new Pocket bag in their own surroundings and design their own seashell sculptures to frame the handbags ([see story](#)).

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