

APPAREL AND ACCESSORIES

Burberry brings elevated luxury to Sloane Street flagship

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Burberry's flagship at No.1 Sloane Street is now open. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry has revealed its first flagship under its new global design concept.

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The new London store, located in The Knightsbridge Estate's new development, is in the same postcode where founder Thomas Burberry opened his first store which is the brand's global headquarters 130 years later. Burberry plans to open three more flagships with this new upscale concept in the next 12 months.

"Our new flagship store at No.1 Sloane Street is a manifestation of all that is Burberry: authentic, bold, elevated, with creativity at its core," said Marco Gobetti, CEO at [Burberry](#), in a statement.

"An iconic destination in the heart of Knightsbridge, London, it is the first to carry our new global store concept, providing a uniquely British luxury setting for our local and international customers to explore our brand and products," he said. "We're excited to welcome our customers to this new home for our brand that connects our past, present and future."

Sloane Street

The new store, which opened on July 21, was designed in collaboration with architect Vincenzo De Cotiis.

Beige, black, white and red the colors in Burberry's iconic check are incorporated throughout the store, with the pattern reimaged in the flagship's gridded ceilings and checkered floors.

The brightly lit, gallery-like ground floor features a framed unit for seasonal displays and currently displays Burberry's Olympia bag. Accessories and small leather goods are presented in glass cabinets and shelving, creating both intimacy and openness.

Architect Vincenzo De Cotiis was inspired in part by Burberry's heritage

Burberry's signature trench coat also has a dedicated space on the ground floor.

Womenswear is found upstairs, along with a relaxing seating area and accordion panels that can be used to create private consultation areas. Menswear is found on the top floor, with stainless steel fixtures differentiating the space

from the champagne-colored railings of the women's floor.

The new design concept will soon be in see at flagships on London's Bond Street, Rue Saint-Honor in Paris and at Plaza 66 in Shanghai.

Last July, Burberry opened 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, is located 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](#)).

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