

APPAREL AND ACCESSORIES

Burberry merges heritage, innovation with new pop-up

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The Imagined Landscapes pop-up in Jeju Island, Korea. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is highlighting the relationship between nature and technology with a new immersive pop-up experience.

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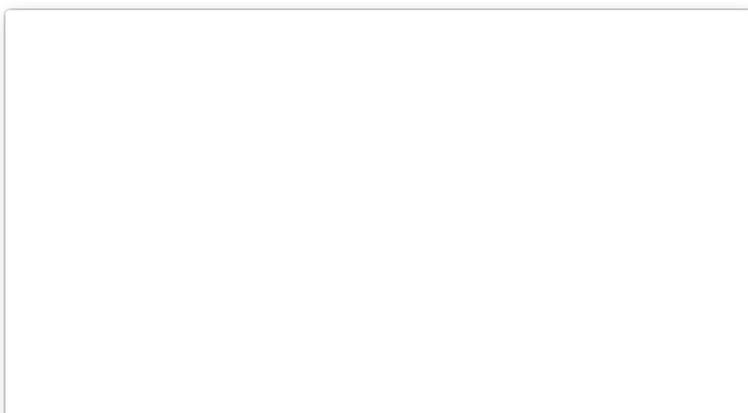
Launching in Jeju Island, Korea, the Imagined Landscapes pop-up showcases Burberry's newest outerwear offerings. The experience pays tribute to Burberry's heritage as an outerwear brand and leverages new technology to reach a new generation of consumers.

Immersive landscapes

Burberry's new pop-up is a dramatic addition to the mountainous landscape of Jeju, a resort destination in South Korea.

The mirrored sculpture resembles a mountain, a reflects the nearby surroundings, with architectural contour lines that take their inspiration from cartography. A viewing platform allows guests to overlook the Sanbangsan mountain and the South Shore.

Inside, an innovative space awaits visitors.



[View this post on Instagram](#)

A post shared by Burberry (@burberry)

Burberry teased the experience on social media

Inside one room, films by three artists Maotik, Cao Yuxi and Lia Jiay play on screens that surround shoppers. Burberry tapped the artists to each create a film inspired by the great outdoors.

Elsewhere, visitors can scan a TikTok QR code to active an augmented reality lens. The social experience, resulting from a partnership between Burberry and TikTok, creates a scene with sharks filling the sky.

For Thomas's Caf's first appearance in Korea, pastry chef Justin Lee from JL Dessert Bar has crafted a menu inspired by local traditions with subtle brand references. The eatery space has a light beige color scheme and animal kingdom motifs, echoing the brand's codes.

Pieces available for purchase include the iconic Burberry trench, made with water-resistant gabardine; double-faced wool coats; puffer jackets; check panel trench coats; skirts and trousers.

As part of Burberry's mission to become "climate positive" by 2040, the immersive pop-up will be certified carbon neutral.

The brand is also establishing a five-year relationship with the nonprofit organization Jeju Olle Foundation, which will support the maintenance of the island's scenic trails and waste elimination programs.

Burberry is increasingly using AR technology in pop-up stores.

Earlier this year, the brand's World of Olympia pop-ups allowed visitors to make classical statues "come alive" with AR.

After scanning a dedicated QR code, visitors were able to place an animated version of Elpis at the pop-up. The digitized statue would appear to walk towards users and leave a trail of statues behind her ([see story](#)).

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