

APPAREL AND ACCESSORIES

## Burberry unveils Rodeo Drive takeover

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*Burberry storefront in Beverly Hills adomed in a kaleidoscopic print. Image credit: Burberry*

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By LUXURY DAILY NEWS SERVICE

British fashion house Burberry has unveiled an immersive experience at its flagship store on Rodeo Drive in Beverly Hills to celebrate its spring/summer 2022 collection.

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The takeover is based on the September presentation of "Animal Instinct," a collection designed by Burberry's creative director Riccardo Tisci, who was inspired by the premise of moving between realities. The facade of the store has been completely painted over by a black, pink and white abstract design.

### Inside Burberry

Upon entering the store, guests will discover structural features such as stacks of mirrored speakers filling the interior spiral staircase.

At the top level, Burberry has set up a viewing room where the Animal Instinct presentation film plays on a floor-to-ceiling projector with surround sound.

For an omnichannel experience, the brand has created an Instagram filter to bring the storefront to virtual life.



*Floor-to-ceiling projection of the Animal Instinct show. Image credit: Burberry*

The Animal Instinct womenswear collection introduces Mr. Tisci's most recent iterations of the classic trench coat. Geometric and abstract prints can be found across dresses and shirts, while the idea of movement and freedom is expressed through flowing gowns and fringed mini dresses.

The menswear collection continues the designer's exploration of individuality, sensuality and fluidity. Outerwear is found in non-confirming silhouettes, including trench coats cut with cap sleeves or sleeveless structures.

New accessories have also been introduced: the Rhombi, a new ellipse-shaped shoulder bag; an evolution of the house's signature Olympia bag featuring a crescent shape and a circular strap; and a men's quilted check leather bag.

For the spring/summer 2022 campaign, the house called on consumers to embrace self-expression, exploring the notion of identity while depicting the fluidity of femininity and masculinity ([see story](#)).

The Burberry Rodeo Drive spring/summer 2022 takeover is now open until March 7, 2022.