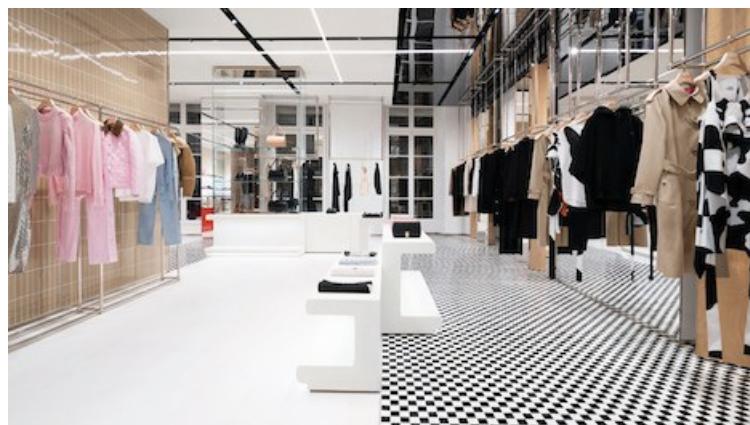


APPAREL AND ACCESSORIES

## Burberry opens new Parisian location on Rue Saint-Honor

March 15, 2022



*The ground floor of the new three-story location on Rue Saint-Honor. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry has collaborated with renowned architect Vincenzo de Cotiis in the opening of its new flagship in Paris.

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The first freestanding store in the region to illustrate Burberry's new global design concept resides in the luxury design district, continuing to foster the label's longstanding relationship with the beloved city.

"We're very excited to welcome our customers to our new flagship store on Rue Saint-Honor," said Gianluca Flore, chief commercial officer of [Burberry](#), in a statement.

"The store represents all that we stand for as a brand being authentic, bold and creative and we look forward to inspiring our customers with a truly elevated British luxury experience in this iconic setting."

### Burberry in Paris

The label's founder, Thomas Burberry, opened his first international store in 1909 in the same luxury design district.

Located on Rue Saint-Honor, the new flagship store is continuing to offer opportunities for consumers to fully experience the Brand's heritage and ethos with the new space that unites the past, present and future.



The top floor of the new flagship also features an apartment, offering consumers a bespoke, intimate feel. Image credit: Burberry

Burberry and Mr. de Cotis designed the three-story flagship store to reflect house codes, drawing from the inspiration of the evolution of the signature Burberry check.

The ground floor features current key styles from the brand and a sculpture by Mr. de Cotis; the first floor is dedicated to menswear; the second floor hosts womenswear; the third floor holds a unique apartment offering a bespoke and elevated luxury experience.

The store features mirrored ceilings, intersection metallic grids, chequerboard floors and core colors of Burberry's check beige, black, white and red. The colors are thoughtfully woven throughout the store.

In commemorating the opening of the new location, Burberry is planning a citywide takeover of the new birch brown check. The house will host projections on a series of Paris landmarks, check-adorned London taxis and the store exterior enmeshed in the house's pattern.

The British fashion house has long fostered its presence in the city of Paris.

In 2020, Burberry took over the atrium and all 11 window displays of Parisian department store Printemps to showcase its spring/summer 2020 collection.

The custom-built space and windows drew inspiration from animals, acknowledging the fascination with that subject's power and symbolism for Burberry chief creative officer Ricardo Tisci and the house's Victorian-era founder, Thomas Burberry ([see story](#)).

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