

MARKETING

## British luxury honors the queen in Platinum Jubilee celebrations

June 2, 2022



*The Queen's Platinum Jubilee celebrations begin today, June 2. Image credit: The British Royal Family*

By NORA HOWE

Luxury brands including Burberry, Fortnum & Mason and McLaren Automotive are highlighting their British heritage in honor of Queen Elizabeth II as she celebrates her Platinum Jubilee anniversary.

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On Feb. 6, the queen became the first British monarch to celebrate a Platinum Jubilee, marking 70 years of service to the United Kingdom and its commonwealth realms. To celebrate this milestone anniversary, public events, community activities and brand activations will be held across a four-day U.K. bank holiday weekend from June 2-5.

"British brands have deep, long histories serving the monarchy and the British people, and their heritage will be on display," said Milton Pedraza, founder/CEO of the [Luxury Institute](#), New York. "It's a wonderful opportunity to celebrate the colorful and rich history of Britain and the queen."

### In honor of The Queen

In April, department store Fortnum & Mason paid homage to the monarchy with a limited-edition collection celebrating 70 years of Queen Elizabeth II's reign. The collection, which ranges from commemorative tea sets and baskets to baked goods and jams, takes inspiration from the monarch's tenure and features an exclusive crown design.

In a series of short films, the retailer invited audiences to witness the making of this collection, how it was influenced and the importance of history for British brands. Storytelling was at the heart of Fortnum & Mason's exclusive collection from the products themselves to the packaging design.

The retailer worked collaboratively with Design Bridge London to come up with a design that the department store had not done before, but one that would honor who the Queen is as a person ([see story](#)).

As an official partner of the Queen's Platinum Jubilee Pageant this June, British fashion label Burberry is celebrating Elizabeth with special activations this week.



*Burberry is going green for its Platinum Jubilee celebrations. Image credit: Burberry*

In a display of creativity and sustainability, Burberry has partnered with Historic Royal Palaces to support Superbloom, an immersive floral display that will surround the Tower of London.

The brand is contributing two original outdoor installations as part of its Superbloom sponsorship, including a floating meadow in the image of the Burberry logo. The zero-waste installation is made of more than 5,000 plants and is a commentary on the importance of biodiversity, including natural grasslands and marshes.

Burberry also partnered with digital artist Jon Emmony to create an art wall at the entrance of Superbloom at the Tower of London, which will be on display until September 2022 and created an exclusive commemorative Jubilee scarf ([see story](#)).

In addition to these projects, the brand also expanded on its partnership with Marcus Rashford ([see story](#)) to host a workshop at Armley Park Primary School in Leeds, inviting students to create artwork and messages for the queen.

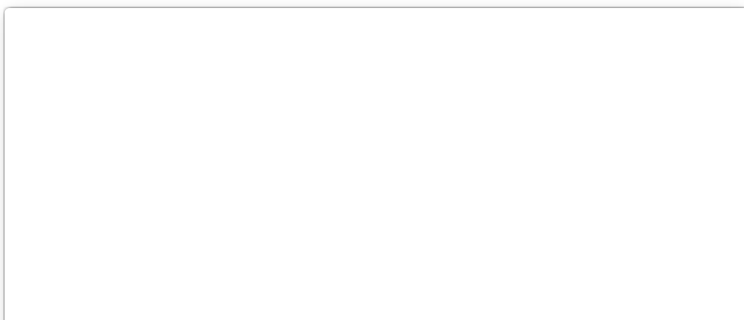
Each drawing or message was enlarged and displayed on more than 80 bus stops throughout the city of Westminster, near the Platinum Jubilee Pageant.

For those traveling to London for the momentous celebrations, luxury hotel Rosewood London will be hosting a Jubilee Courtyard Party inspired by the traditional street party and honoring the best of British festivities.

Automaker McLaren took a slightly more permanent approach to honor Queen Elizabeth II, unveiling a unique Platinum Jubilee paint finish and badge exactly 18 years after Her Majesty opened the brand's global headquarters in Surrey.



*The unique McLaren Jubilee badge features Queen Elizabeth II's name. Image courtesy of McLaren*



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A post shared by Selfridges (@theofficialselfridges)

### *Selfridges is ready to celebrate*

#### Schedule of events

The four-day Jubilee holiday will start on Thursday, June 2, with the Trooping the Color The Queen's Birthday Parade.

The color will be trooped by the 1st Battalion, Irish Guards and more than 1,200 officers and soldiers from the Household Division will put on a display of military pageantry on Horse Guards Parade, together with hundreds of Army musicians and around 240 horses.

Additionally, the U.K.'s tradition of celebrating Royal Jubilees, weddings and coronations with the lighting of beacons will take place for the Platinum Jubilee.

On June 3, a special Service of Thanksgiving will be held at St. Paul's Cathedral.



*Millions of celebrants will gather over feasts and parties to honor The Queen. Image credit: The British Royal Family*

The following day, Saturday, the queen will attend the Derby at Epsom Downs, where she will be joined by members of the royal family. That evening, 22,000 people will attend the Platinum Party at Buckingham Palace.

The musical celebration, which is expected to feature three separate stages, will see the likes of Queen + Adam Lambert, Alicia Keys, Hans Zimmer, Andrea Bocelli, Sir David Attenborough, David Beckham, Stephen Fry and Dame Julie Andrews.

Kirsty Young and Roman Kemp will lead live coverage of the concert event and air live on BBC One, BBC iPlayer and across the BBC network.

On Sunday, the final day of celebrations, millions of people across the U.K. are expected to engage with friends and family at luncheons and backyard barbecues. Then, the Platinum Jubilee Pageant will commence.

It will culminate with the singing of the National Anthem, "God Save the Queen" and a gospel choir to the sounds of

the Band of Her Majesty's Royal Marines. The event will bring to life memorable moments from the Queen's reign.

"The Platinum Jubilee is an important milestone for the British people," Mr. Pedraza said. "It marks an era of stability and continuity despite all of the challenges that countries and monarchies experience.

"Queen Elizabeth II, in particular, while not perfect, has a history of serving her country with strong loyalty, leadership and courage," he said. "It's a reason to celebrate Britishness in all its great forms for the citizens of Britain."

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