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## On London's New Bond Street, Burberry reveals redesigned global flagship

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*The brand has unveiled revamped retail headquarters, now featuring a more immersive shopping experience. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry's latest store opening is targeting top clientele.

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After two years of renovations, the brand has unveiled its revamped retail headquarters in London. Now featuring a more immersive shopping experience with dedicated VIP spaces, and home to a range of Burberry womenswear, menswear, eyewear, shoes and accessories, the flagship will help push the label's evolution farther forward.

"The store showcases our beautifully crafted products in a luxury setting that connects our customers with our brand and unique heritage," said Jonathan Akeroyd, CEO of **Burberry**, in a statement.

"We look forward to welcoming back our local and international clients to our new home and unveiling Daniel's collection when it arrives in store in September."

**Burberry at New Bond Street**

Interiors at the 21-23 New Bond Street location spotlight the iconic Burberry Check.

With knowledge of the house's entrance into an era led by creative director Daniel Lee and marked by an effort to dust off old motifs, the fact comes as no surprise. Spanning three floors at approximately 22,000 square feet total, boutique revisions add to the brand's heritage appeal.



*Inside the close to 22,000 square-foot space, minimalist overtones frame a curated mix of contemporary furniture. Image credit: Burberry*

Inside the refurbishment, minimalist overtones frame a curated mix of contemporary furniture.

Rather than settling on Old Bond Street at the South End of the only road that links London's Oxford Street and Piccadilly neighborhoods, Burberry has opted for New Bond Street amid London's West End, a move emblematic of a fresh start.

Though rock-solid from a branding perspective, the business arrangement could be viewed as risky, to some extent; a number of native luxury names in the area have taken fiscal hits as of late.



*The refurbished flagship will help push the label's evolution further forward. Image credit: Burberry*

Luxury fashion group Mulberry's latest earnings report revealed that a combination of the lack of VAT-free shopping in the U.K. and the decline in tourist shoppers resulted in a forced closure of its Bond Street store in February 2023 ([see story](#)).

The rollback of fee breaks for international shoppers has worsened the economic blow for labels looking to remain put within one of the world's premier luxury shopping destinations.

In good news, organizations such as the British luxury trade association Walpole are actively advocating for the return of tax-free tourist shopping incentives ([see story](#)).