

APPAREL AND ACCESSORIES

Immersive activations headline new Burberry Streets' initiative

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The city-spanning spectacles will reach Asia later this year. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is launching a series of branded takeovers in cities around the world.

Starting in London, the newly-announced Burberry Streets' campaign will install itself within restaurants and on landmarks and transportation options across the English city. The initiative coincides with the release of chief creative officer Daniel Lee's inaugural collection for the maison, as well as the rollout of a refreshed look for its online storefront.

"We are so excited to see Daniel's first collection arriving in-store and online," said Rod Manley, chief marketing officer at [Burberry](#), in a statement.

With our redesigned website, new brand signifiers across product and branding and the launch of our global Burberry Streets initiative here in our home market, we're looking forward to sharing the new Burberry world with our clients."

British invasion

The immersive events, which offer new ways to experience an updated vision for the label, will begin on Burberry's home turf before expanding outward.

An initial execution will place established house codes such as seasonal check-in knight blue, rose print and the Equestrian Knight design across some of the U.K.'s most iconic fixtures during London Fashion Week, which runs from Sept. 15-19.

Most everything, from the city's taxis to its staple hot spots will host some form of the takeover.

North London cafe Norman's is among the venues kicking off festivities, housing a special event this Wednesday before manning a food truck that will travel to The Strand and Duke of York Square throughout the weeklong fashion showcase.

Meanwhile, Burberry's Daniel Lee-designed rose-printed flags will fly on Bond Street as screens in Piccadilly Circus play the brand's fall/winter 2023 campaign films, rounding out the occasion with the Equestrian Knight, which will appear in chalk form on walkways and in parks.

Burberry Streets is set to reach Seoul and Shanghai come October, as luxury brands continue to excite consumers with wide-ranging engagements.

French fashion house Chanel recently held a similarly experiential activation, transforming a diner in Brooklyn into a pop-up themed around its "Chance" fragrance ([see story](#)).

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