

## APPAREL AND ACCESSORIES

# Burberry Streets' tour makes stops in Seoul, Shanghai

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*"Burberry Streets" goes live in Shanghai starting Oct. 21. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

British fashion label **Burberry** has taken an immersive activation that began in London on the road.

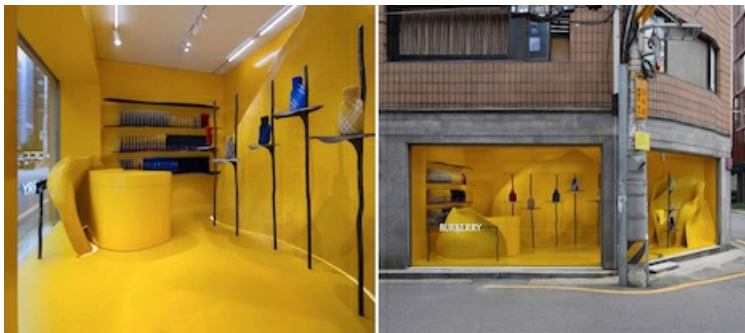
Inaugurated at home during fashion week last month, a traveling city experience launched in Seoul on Oct. 7, and will soon arrive in Shanghai. Current and coming "Burberry Streets" stops seek to transform new areas of each city, flying branded flags, taking over local businesses and hosting pop-up events, showcasing brand signatures such as chief creative officer Daniel Lee's new Equestrian Knight Design along the way.

## Twin showcases

While the Seoul arm of Burberry's tour comes to a close on Nov. 5, "Burberry Streets" will remain live in Shanghai from Oct. 21 through the last day of the year.

The second of the series, the Korean capital's version is dubbed "Seongsu Rose," in reference to the neighborhood that housed the set-up.

Coinciding with a floral-inspired, patterned debut from the maison's fall/winter 2023 collection, a building adorned with Mr. Lee's yellow and purple rose print encouraged visitors to take a walk through "Petal Maze," an installation that also pulls creative elements from the English rose.



*Seoul's Seongsu Bottle micro pop-up offered a curated assortment of hot water bottles from the brand's latest collection. Image credit: Burberry*

Two micro pop-ups called "Seongsu Shoe" and "Seongsu Bottle" round out offerings.

Alongside the activities, Burberry has brought a taste of London to Seoul, building out a replica of North London caf Norman's in East Asia to serve an all-day selection of British classics.



*Buses wrapped in the new English rose print will soon take to the streets of Shanghai. Image credit: Burberry*

Meanwhile, Shanghai's edition is entitled "Burberry Rose," and features much of the same elements, with a few localized twists, such as the placement of Equestrian Knight flags on Panyu Road.

Burberry's fall/winter 2023 ads will appear on bus stops and billboards throughout the city, as rides wrapped in the new English rose print take to the streets.



*Burberry Rose in Shanghai marks the tour's third stop. Image credit: Burberry*

The "Petal Maze" and a recreated Norman's location will also appear amid China's largest city.

The hubs both celebrate heritage, additionally honoring the very first bout of "Burberry Streets" ([see story](#)).