

RETAIL

Burberry's 'Knight Blue' takeover of Harrods begins this month

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The department store's facade will glow "Knight Blue" come nightfall. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British department store **Harrods** is kicking off a special anniversary year with British fashion label **Burberry**.

In honor of the retailer's 175th anniversary, the luxury brand has launched a takeover of one of London's oldest department stores. Chief creative officer Daniel Lee's contemporary update to Burberry's classic check pattern is featured throughout the campaign-inspired activation and across exclusive apparel, live from Feb. 1 - 29, 2024.

"Burberry's takeover of the world's most recognizable department store, Harrods, brings together two icons of British luxury in a celebration of exploration and the outdoors," said Jonathan Akeroyd, CEO of Burberry, in a statement.

"Daniel has created a uniquely Burberry experience exclusively at Harrods that embraces our very British spirit of fun and adventure," Mr. Akeroyd said. "We are excited to invite customers to immerse themselves in this world of modern British luxury."

The great outdoors

From the exterior windows to touchpoints available indoors, Burberry is turning Harrods "Knight Blue."

At the retailer's entrance, doormen typically dressed in the department store's signature green shade will wear the new hue for the first time.

The green awnings at Harrods have been switched to the pattern as well, with thousands of LED lights turning the store's exterior into the fashion label's signature shade of cobalt at night.



The pop-up is inspired by camping grounds. Image credit: Burberry

Camping equipment and items from the capsule adorn Brompton Road window displays. Inside, a temporary shop-in-shop entitled "Burberry Camping Corner" continues the story.

More than 40 men's, women's and children's ready-to-wear and accessories exclusives have been created to mark the occasion. From handbags to sneakers, the products are listed [online](#) and are stocked in-store.

A selection of Burberry-branded hiking equipment, such as bottle openers and a limited-edition map of the Knightsbridge neighborhood where Harrods resides, are for sale at the pop-up.



A version of the activation is also available in the metaverse. Image credit: Burberry

As another part of the anniversary celebration, the maison has created a series of bespoke Harrods bears, which feature a hand-embroidered mini scarf. Just 175 are available for purchase.

For those who cannot attend in person, a version of the experience has been released on the popular digital platform Roblox ([see story](#)).