

RETAIL

# Burberry opens second boutique in Paris

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*The maison's equestrian knight emblem is emblazoned across the space. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

British fashion label **Burberry** is extending its retail reach in the French capital.

Situated on Avenue Montaigne, Paris' main luxury fashion street, the brand's new boutique is its second in the City of Light. Spanning two floors, the store is said to reflect the vision of chief creative officer Daniel Lee.

## British excellence

Inside the space, guests will find pieces from the spring and summer 2024 collections across menswear, womenswear and accessories.

Burberry's equestrian knight design (EKD) is spotlighted throughout the establishment. Apparel and handbags on offer are splashed with the look, matching decorated window displays and mosaic flooring.



*The Knight and Rocking Horse bags prominently feature within the boutique. Image credit: Burberry*

The EKD that adorns the ground was meticulously handcrafted using Verde Alpi marble. Visible from the street, the maison's crest and shield are placed within the glass gaps in the smooth, stone facade.

Carpeting in the showroom also features the label's sigil. The symbol appears in black, creating a striking contrast with the modern, white surroundings.

All of the fixtures and furniture inside the boutique draw design cues from 1960s British abstract art. Additionally, nods to the

1980s era of creative salvage are made, giving the French storefront a tie to the brand's homeland.

Burberry has been active in the retail space this year, expanding its footprint and occupying second party spaces. It kicked off 2024 a takeover of British department store Harrods at the beginning of the month, inclusive of similar designs found here at this Parisian opening ([see story](#)).

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