

APPAREL AND ACCESSORIES

Burberry unveils festive retail activations, holiday campaign

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The company is making merry with its latest series of in-store events. Image credit: Burberry/Angelo Pennetta

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British fashion house **Burberry** is rolling out a slate of themed, holiday experiences around the world.

This week, the brand is unveiling its in-store activations and window displays as the festive season approaches. Alongside these retail launches, the label is also announcing two pop-ups, both set to take over luxury cultural institutions in London and New York.

Silver bells

At Burberry boutiques around the globe, the windows will now feature a variety of merry vignettes.

The advertising placements are each based upon the concept of the house's signature Equestrian Knight icon and are said to merge brand history and seasonal codes. Inside, select locations will offer a limited-time Scarf Bar, offering the accessory in vast selection of colors, patterns and textures, including the check motif ([see story](#)).



The in-store marketing is said to take on a "playful" tone. Image credit: Burberry/Angelo Pennetta

Meanwhile, creative director Daniel Lee has unveiled his take on a Christmas Tree at the famed London five-star hotel Claridge's. The special installation combines traditional holiday figures with the fashion house's archival designs, as vintage fabrics and pieces adorn the festive foliage.

The crossover also includes a retail pop-up on the hospitality destination's first floor, complete with a curated gift selection, a Scarf Bar and an exclusive, limited-edition bauble of a Claridge's Bell Boy Teddy Bear dressed in Burberry Check.

Across the pond in New York City, department store chain Bloomingdale's 59th Street flagship hosts an activation featuring a cottage filled with exclusive goodies ([see story](#)). Burberry will also soon take over the retailer's facade, wrapping it in a check scarf.

The pop-ups serve as the experiential portion of the maison's greater holiday campaign "Twas The Knight Before," which features several celebrity appearances, including comedian and actor Jennifer Saunders, model Naomi Campbell, actor Ncuti Gatwa, model and actress Rosie Huntington-Whiteley and soccer player Son Heung-min.

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