

BURBERRY REGENT STREET FACT SHEET, SEPTEMBER 2012

HERITAGE

CELEBRATING HERITAGE THROUGH BEST OF BRITISH DESIGN & CRAFTSMANSHIP

Heritage of the building

Constructed in 1820 for the Prince Regent, the building has housed galleries, a cinema, livery stables and a radio broadcaster over the course of 200 years

Made in Britain

In restoring Burberry Regent Street, Christopher Bailey worked in partnership with the best of British craftspeople including master carpenters, stonemasons, metal workers, welders, specialist gilders, decorative plasterers, cabinet makers, mill workers, wood carvers and joiners

Houses British-made bespoke lanterns, furniture, plasterwork and floors

STORE

BLURRING OF PHYSICAL & DIGITAL IN-STORE TECHNOLOGY / DIGITAL INNOVATION

Technology has been woven throughout the period architecture of the building
Store will become a space for experimentation in technology

Immersive audiovisual experiences

Evolving the Burberry Retail Theatre concept, nearly 500 speakers and 100 screens engage customers through emotive brand content
Disruptive digital takeovers synchronised across all screens and speakers at set times throughout the day
Tallest indoor retail screen in the world – 6.9m high / 38m² laser phosphor display with over 190 panels

Innovative use of radio-frequency identification technology (RFID)

Woven into selected apparel and accessories, RFID triggers bespoke multimedia content relevant to the products
Mirrors turn instantly to screens with runway footage and exclusive video

Digitally-enabled gallery and events spaces

Satellite technology enables the livestreaming of events into the store
An uplink facility will allow events from the store, including concerts, screenings and talks, to be shared live online

Custom built digital signage

Bespoke digital signage will feature within key points in store, meeting customers with adaptable multimedia content when entering different floors and facets of the space

Enhanced personalisation

Online insights meet offline interactions to create the ultimate in luxury customer service
Applications on iPads carried by all store associates provide purchase history and customer preferences to enable a tailored shopping experience

MATERIALS AND FEATURES

Building façade

Features custom made intricate metal work detailing and inspirations from the previous theatre ticket stalls
Façade frames, signage plaques & door handles all sand cast from bronze

Self-supporting stone staircases

Corinthian beige stone used throughout the building to craft the self-supporting staircases linking all floors, inspired by freestanding staircases of the 17th century

Hand made traditional glass signage

Reverse glass gilding with a traditional gold leaf technique references the original Victorian glass signage

Hand made blackened bronze lanterns

Chandeliers and lanterns, brought in by renowned British lighting specialists, feature throughout the store exterior and interior

Hand crafted bespoke chevron timber flooring

Bespoke chevron timber flooring made from Double Fumed European Oak, by British specialists

Traditional reeded timber paneling & freestanding screens

Crafted by the finest British cabinet makers

Original Regent Street Venetian plaster mouldings

Protected and restored original Venetian plasterwork features British fibrous plasterwork on all walls and ceilings, made and installed by hand by specialist classical plaster workers

Custom made furniture

Seating and tables throughout the store, created by British bespoke furniture makers.

LARGEST BURBERRY STORE IN THE WORLD

At 44,000sq ft, the Regent Street flagship is the largest Burberry brand experience in the world

COLLECTIONS

Burberry Regent Street - limited edition collection

Limited edition collection of men's and women's trench coats, shoes and iconic bags, available exclusively in Burberry Regent Street to celebrate the launch of the store

Main collections

Burberry Prorsum for women and men
Burberry London for women and men
Burberry Brit for women and men
Burberry Childrenswear
Accessories
Shoes
Burberry Fragrances
Burberry Beauty

BESPOKE

First physical experience for Burberry Bespoke, launched on Burberry.com in 2011
Intimate space offering the highest expression of the brand through customisation of the iconic Burberry trench coat

ART OF THE TRENCH

Screens feature imagery from www.artofthetrench.com, the brand's social media platform, which celebrates the iconic Burberry trench coat and the people who wear it
Digital takeovers will feature Art of the Trench content on all screens at selected moments in the day

EXPERIENCES

Online insights meet offline interactions to create the most progressive, personalised luxury customer service

- Digital representation of Brand and Heritage
- Specialist areas representing every facet of the brand
- Out of hours & online collection service
- Concierge desk
- Alteration service
- Guest WIFI throughout the store
- iPads connected to Burberry.com for unlimited access to

worldwide stock and instant access to customers' *My Burberry* profile for their wish list and shopping history

- Valet Parking: Available soon at Vigo entrance
- Alteration service from in-house tailoring experts
- Guest WiFi throughout the store

DIGITAL EXPERIENCES

Burberry Regent Street houses a Digital Gallery for digital and static exhibitions

Faceted digital screens are part of scheduled store-wide digital content programming

WEATHER

Burberry Regent Street experience is a celebration of British weather

Original features let in natural light and the sound of rain, allowing visitors to hear, see and feel the energy of weather. Immersive weather experiences and digital content played on screens celebrate the Burberry heritage, founded on protection from the elements

EVENTS

Creative in store programming schedule will create a cultural hub

Events will showcase the best of established and emerging talent in music, film, theatre and art

Technology will allow livestreaming of events into, and out from, Burberry Regent Street to a global digital audience

ACOUSTIC

Burberry Regent Street will host a regular programme of gigs by Burberry Acoustic musicians

Permanent hydraulic stage in store will host performances streamed to digital audiences live online

Store soundtrack will include tracks by British Burberry Acoustic musicians as well as those featured in Burberry campaigns, selected by Christopher Bailey

FOUNDATION

1% of the value of all purchases made in Burberry Regent Street will go to support the Burberry Foundation, as with all purchases made on Burberry.com

Established in 2008, the Burberry Foundation is a philanthropic organisation dedicated to helping young people realise their dreams and potential through the power of their creativity

CREATIVE DIRECTION

Christopher Bailey, Burberry Chief Creative Officer