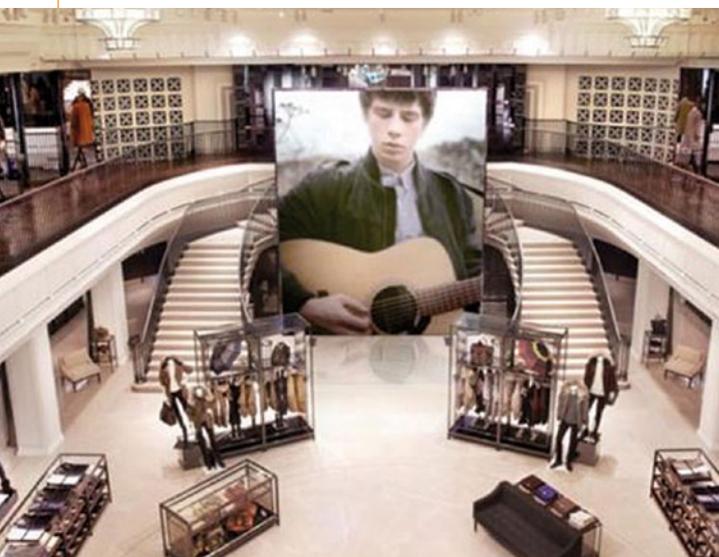


Burberry Flagship store london

Say goodbye to queues and tills. Burberry's flagship store has been designed as a bricks-and-mortar manifestation of their website: a clear statement that for Burberry, digital innovation is a priority.



Market opportunity

As well as containing the tallest indoor retail screen in the world, and a permanent hydraulic stage for brand events, the Burberry store also uses cutting edge digital technology through key customer touch points.

For example, rather than using a traditional till, you are more likely to be directed to a sofa, then presented with a swipe machine and your purchase, already wrapped. Furthermore, all of the clothing in the store is

embedded with chips which can be read by screens and mirrors using radio-frequency identification technology.

Innovative Qualities

The store is highly original in imitating the convenience of purchasing online to a great extent. The chips in the clothing link to promotional content much like clicking on a garment on the website. The shop assistants are each equipped with an iPad connected to real-time information on size and stock availability, meaning you can purchase an item from the comfort of an in-store armchair. Moreover, there is a network of high-speed lifts concealed behind the



Key data

- Format: Flagship store
- Opening: 2012
- Store Location: London (UK)
- Number of Stores: 1 flagship store in London, and 16 other stores and concessions in the UK
- Size of Store: 4,088 m²
- Product Mix: Womenswear, Menswear, Childrenswear, shoes and accessories

store's walls to transport products from stock room to shop floor. All these features suit the online shopper who is accustomed to knowing in the space of a click whether an item is available in their size, and does not expect to wait.

Conclusions

This store is a playground of innovative, exciting, and commercially savvy technologies, each designed to incite an emotional connection to the brand. The store environment is fully immersive with digital screens displaying aspirational imagery and 420 speakers. The appeal of the store is heightened by the premium service delivered by highly trained, multi-lingual staff. ○

