Burberry shuts Canton Road flagship, but Asia focus continues with Busan pop-up

By Sandra Halliday - 11 July 2022

Burberry has reportedly closed its Canton Road flagship store, the latest Hong Kong closure following its exit from its Russell Street flagship in 2021.

The closure was reported by Inside Retail Asia. Burberry has been contacted for confirmation.

The three-storey location is on the prominent shopping street that’s usually a magnet for luxury shoppers and was a key destination for Chinese shoppers from the mainland pre-pandemic.
But the closure of the border with mainland China cut off that stream of high-spending shoppers.

Other brands to have shut stores in the territory include Valentino, Tiffany and Coach.

Hong Kong continues to struggle to live up to its pre-Covid/pre-social unrest reputation as a shopping haven and its appeal to global tourists — as well as those from China — has been severely dented in recent years.

Of course, Burberry hasn’t exited Hong Kong altogether and retains other stores across the territory while also recently reaffirming its commitment to China in general with plenty more investment lined up.

And it’s heavily focused on Asia in general. Only last week, for instance, it celebrated the launch of its latest TB Summer Monogram with an immersive takeover of Ananti Cove in Busan, South Korea. The resort comprises the Ananti Penthouse and Ananti Hilton Busan hotel.

It unveiled a bespoke iteration of the TB Summer Monogram taking over everything from the pool and outdoor terrace areas to dining spaces and more for a limited time. That means sunbeds, seat cushions, parasols, children’s life vests, and even a floating circular pontoon within one of the four hotel pools.

There’s also a dedicated brand lounge called Thomas’s and a pop-up store on the poolside.

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