



**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS

Burberry Street – A London Fashion Week
Activation



Tfl & Burberry – Two truly iconic organisations

Burberry is a global fashion label with a strong British heritage and an instantly recognisable visual identity. Similarly, TfL is known for some of the most iconic design assets in the world, including the tube map, our range of moquette patterns and of course the iconic roundel.

By incorporating the world famous Burberry brand with trusted TfL IP such as the roundel, we will link these two British institutions to create a truly memorable, attention-grabbing activation.



Taking over London Fashion Week (LFW)

Featuring catwalk shows from the finest designers, glittering parties and exciting new trends, London Fashion Week is the ultimate fashion event in the capital. As the fashion glitterati descend on London, we want to put your brand at the heart of it. To celebrate this most stylish of occasions, as well as Burberry's strong links not only to the capital, but to its spiritual home on Bond Street, we will work with Burberry to turn Bond Street into Burberry street.

Furthermore, this will be the first commercial partnership activated at an Elizabeth line station since the line was launched in May 2022.

The Elizabeth Line logo is a large, glowing purple circle with a white horizontal bar across its center. The bar contains the text "ELIZABETH LINE" in white, bold, uppercase letters. The background of the entire image is a dark blue, textured surface with vertical lines, suggesting a subway station.

ELIZABETH LINE



How it will work

The activation will be live for the 5 days of LFW, drawing attention to Burberry's presence at the show, it's home on Bond Street and it's standing as a titan of British fashion.

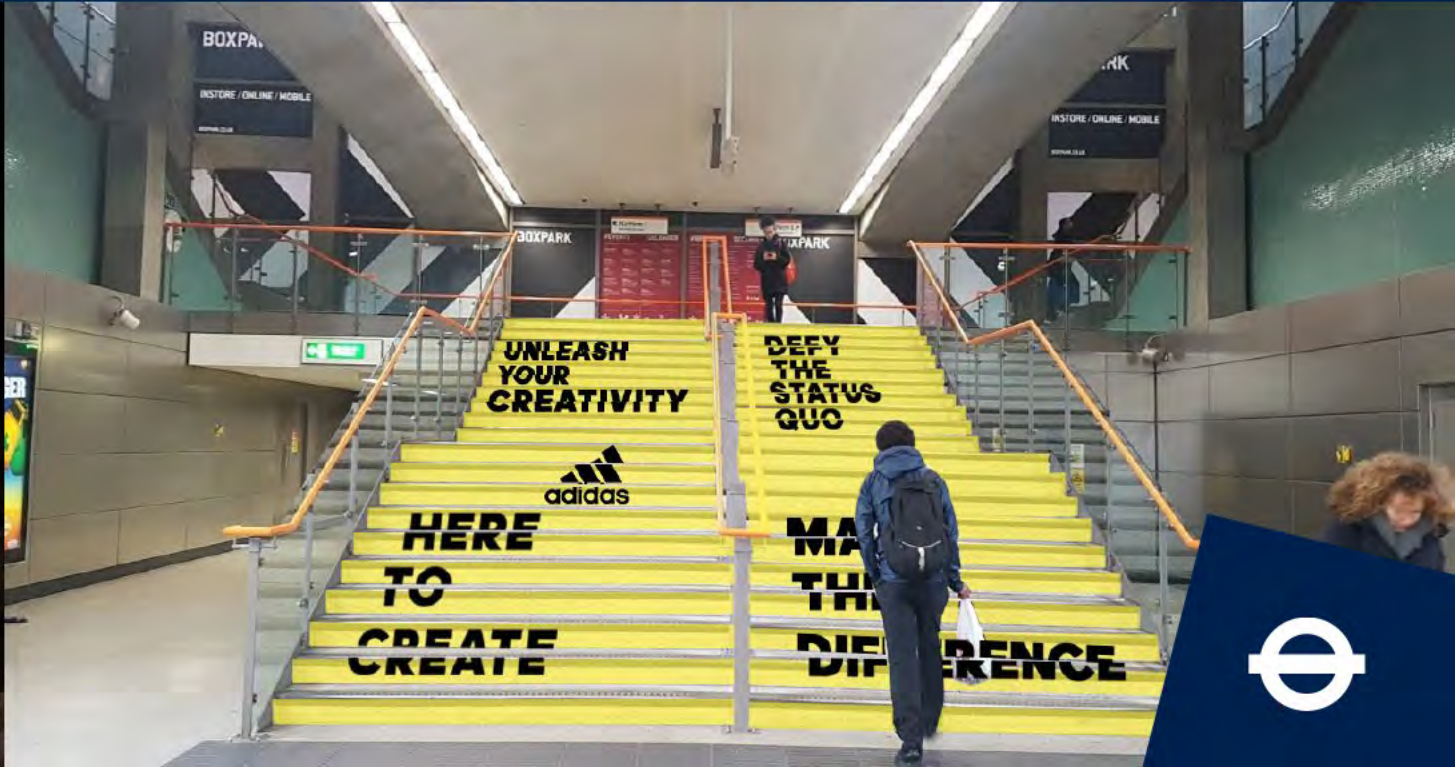
The activation will feature prominent Burberry branding on TfL assets, creating an immersive experience and delighting customers as they move throughout the station.

Burberry branding will start at street level and continue through the station. Burberry vinyling will be displayed on display panels in the ticket hall, across line diagrams, on all station friezes and will of course adorn the world famous roundel. Exhibits dressed in the latest Burberry range or showcasing iconic looks throughout the years will be displayed throughout the station. Additionally, this activation will be supported across TfL social media reaching over 3 million people, as we turn Bond Street into Burberry Street!





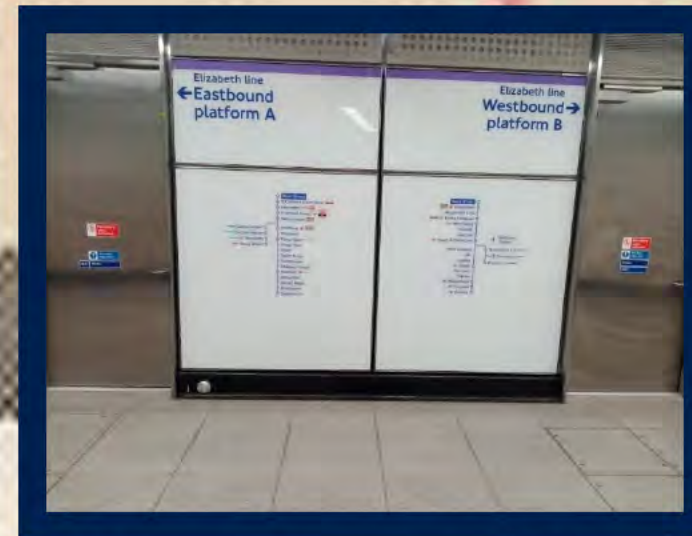
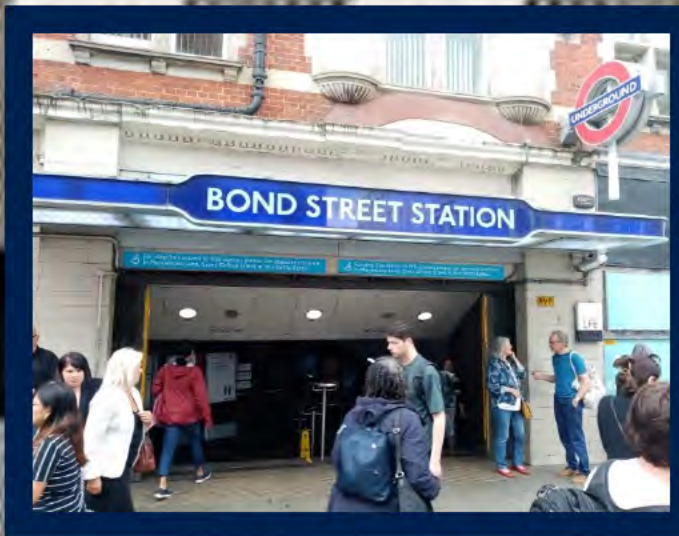
We know from previous experience that utilising our assets with an instantly recognisable brand results in stunning visuals, whilst also driving huge earned media, reach and organic conversation



TfL & Burberry will work together to give Bond Street station an injection of style!

As well as featuring the Burberry Street name, we will also change the colours of each roundel at the station to incorporate the Burberry Check.

It won't just be the roundel that will get the Burberry treatment, we will also rename and rebrand a multitude of station assets, including external name bars, friezes and line diagrams, as well as creating space for exhibitions and recording themed tannoy announcements, creating a truly immersive experience.



We are unrivalled in scale



9.7 million

journeys made
every day



8.3 million

website visitors
every month



3 million

social media
followers



We make headlines

The Guardian For 200 years
News website of the year

Society Law Scotland Wales Northern Ireland

This article is more than 3 years old

Tube station renamed Gareth Southgate after World Cup run

Signage at Southgate station in north London changed for 48 hours to honour England coach



Green Park station becomes Green Planet to launch Attenborough's latest for BBC



By Ellen Ormshaw | Senior Reporter
JANUARY 10, 2022 | 4 MIN READ

Listen to article 2 min 9 sec

To mark the launch of Sir David Attenborough's latest series The Green Planet, BBC Creative has transformed London's Green Park tube station into a vivid experience that celebrates the magical world of plants.



BBC Creative has transformed London's Green Park tube station to showcase the magical world of plants



Game of Thrones returns: Winter comes to Kings Cross and Waterloo as stations celebrate series



campaign

Daniel Faroy-Jones | July 16, 2018

Visa renames Southgate tube station 'Gareth' to welcome England football team home

Visa has arranged for Transport for London to rename Southgate tube station in North London as 'Gareth Southgate' for two days as one of two tributes to the performance of England's football team.



London cable car to be sponsored by technology firm IFS



CAMPAIGN UK | CAMPAIGN US | CAMPAIGN ASIA | CAMPAIGN AI

campaign

Campaign Media Awards 2021: Best Use of Experiential




LONDONIST

PICARDilly Circus Goes Where No Station Has Gone Before



Mashable

White Walkers are stalking commuters at this London train station

Creepy.

By Rachel Thompson on July 17, 2017



Random: Pokémon Takes Over London Transport For World Championships

Cable car, use Fly!

By John Norman | 19 Aug 2022



Evening Standard

ES MONEY | CULTURE | INSIDER | THE ESCAPIST | THE REVELLER | THE OPTIMIST | COMMENT

Playstation 5 takes over Oxford Circus ahead of much-anticipated console launch



TimeOut

Things to Do | Food & Drink | Art | Theatre | Travel | Offers | Love Local | News | More

Oxford Circus tube station has a new look - and we're kind of into it

X marks the spot

Written by Joe Mackertich Wednesday 18 November 2020

campaign

LATEST | CREATIVE WORK | TOP BRANDS & AGENCIES | EXPERIENCES | CASE STUDIES | EVENTS | JOBS

Winter is here for King's (Landing) Cross

Sky, Transport for London and Exterior Media created 'Stark' makeovers for London's largest stations to celebrate the launch of the latest Game of Thrones season.



We ignite conversations



Zack Ahmed 
@zckmed

I think Sony have won it with this one. The iconic PlayStation buttons asserting the London Underground vibe. All displayed on the Oxford Circus Tube signs.

Well done @PlayStationUK

Sony: Promoting the PlayStation PS5 launch at Oxford Circus station



9m

organic impressions from PlayStation-owned channels



100,000

interactions on social media



A collection of Burberry gift boxes and a trench coat. The boxes are stacked and wrapped in gold and brown paper, some with gold ribbons. A beige trench coat is visible on the right side. The background is a warm, golden-brown color with soft lighting and a subtle snowflake effect.

Rights & Benefits Package



Rights and Benefits – Station Takeover - Bond Street

Activation Period: 15th-19th September 2023 – Max 5 days

Physical Activation Rights:

- Rights to vinyl 76 roundels (Burberry Street) along with Burberry Check branding at Bond Street station
- Rights for re-name to be included on 3 external station signs
- Rights for station rename and branding to be included on 132 platform friezes
- Right for station rename to be included on 30 line diagrams
- Rights to exhibit apparel in allocated experiential spaces in Bond Street ticket hall
- Right to film the exhibition activity within the station and to use for press/PR purposes
- Rights to have a themed message on the station Whiteboard at Bond Street
- Rights to branding on 38 panels above main ticket hall
- Rights to up to 3 themed tannoy's at Bond Street, played a maximum of 3 times per hour (once every 20 minutes) between the hours of 07:00 – 19:00
- Right to vinyl floor space at Bond Street
- Rights to vinyl 29 risers up to Oxford Street
- Promotion of activation via TfL press release
- Promotion of activation across TfL social channels

Rights Fee: £250k + VAT and production



Contact Details

Adam Clarke

Commercial Partnerships Manager

 [@tfl.gov.uk](mailto:adam.clarke@tfl.gov.uk)

Adam Campbell

Commercial Partnerships Manager

 [@tfl.gov.uk](mailto:adam.campbell@tfl.gov.uk)