

Burberry Street Station – Commercial Partnerships

Summary: To mark London fashion week & the refurbishment of their Bond St. store, Burberry are partnering with TfL to rename Bond Street station “Burberry Street”. The takeover will see assets across the station change to “Burberry Street” from the 15th – 18th September & will bring in £200,000 of commercial revenue to TfL.



BURBERRY

Key Dates:

Installation – Night of 14th / 15th September 2023

Removal – Night of 18th / 19th September

Objectives:

- Drive conversation and press attention for Burberry during London Fashion Week – one of the key weeks of the year.
- Drive footfall into new store.

Commercial Revenue for TfL:

- £200,000 + VAT & Production (which is paid for by Burberry.)

Deliverables:

- Rights for Burberry Street branding on all internal & 3 external roundels & station name bars
- Rights for station rename and branding to be included on all platform friezes
- Rights for station rename to be included on all line diagrams
- Right to branding on panels above main ticket hall
- Directional signage to Burberry Bond St. store & rights to brand stair risers.
- Rights for filming/photography in the stations.
- Promotion of activation across TfL social & press channels

Partnership: As well as bringing in substantial commercial revenue, working with Burberry provides a new vertical for the TfL commercial partnerships team to work with.

Whilst until now we have worked predominately with entertainment brand on our station activations & renames, Burberry will provide an important case study to demonstrate that our network also provides a viable opportunity for luxury & fashion brands.

For Burberry, the partnerships will reinforce their credentials as an iconic, heritage British brand, whilst driving social media & press conversation around London Fashion Week as they take over one of London’s most famous stations in its most well-known shopping area.



Sample Artwork

