

APPAREL AND ACCESSORIES

Burberry launches hotel bar takeover in Hong Kong

July 1, 2024



Neon blue lights illuminate the brand's Knight Bar pop-up, live this month at The Landmark Mandarin Oriental. Image credit: Burberry

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British fashion label **Burberry** is popping up overseas.

Remaining open until July 14, 2024, the brand has taken over the MO Bar within The Landmark Mandarin Oriental, Hong Kong. Operating for a limited time in the city's Central district, the new Knight Bar spotlights Burberry's Rocking Horse Bag.

Bathed in blue

The hospitality-centric experience celebrates the debut of the maison's new boutique inside the Landmark shopping complex, located on the same city block as the Mandarin Oriental property Burberry chose for its launch.

The Knight Bar's interiors feature the label's signature Knight Blue colorway. While inside, guests can enjoy a range of British culinary classics, including dishes such as toad in the hole and fish and chips, as well as a special cocktail selection.



Traditional British cuisine is served within the limited-time establishment. Image credit: Burberry

Visitors will also be presented with a unique QR code upon their departure. Once scanned, the code will grant special gifts from the vending machine with the new Burberry store.

Horse-shaped clips, rubbery key charms and seasonal totes sporting the Burberry Check pattern are among the merchandise that can be won. Knight Bar reservations can be made [online](#).

The concept celebrates the release of the refreshed Rocking Horse Bag, which sports a never-before-seen lowercase “b” logo (see story), emblematic of Burberry’s new era under chief creative officer Daniel Lee.

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