

Burberry Unveils Revamp of San Francisco Flagship

MAKEOVER MOMENT: Burberry's San Francisco flagship had its big reveal on Tuesday evening after a long renovation, eliciting oh's and ah's from a crowd consisting mostly of socialites. **David Bowie** belted out "Golden Years" as hosts **Sloan and Roger Barnett** and their guests — **Vanessa Getty, Kathryn Lasater, Jacqueline and David Sacks, Katie and Todd Traina**, among them — filtered into the opulent four-story space. They ate smoked-salmon tea sandwiches and eyed the store's new upgrades — a dramatic staircase, a chic mezzanine salon and a beauty bar — while racking up fall merch (sales from the party benefitted the Fine Arts Museum of San Francisco). **Carol Bonnie and Vandy Boudreau** could not stop giggling in one corner. Deciding to drive downtown to the party together, they discovered, when Uber arrived, they were wearing the same silver lace Burberry dress. "I love my dress," chortled Bonnie, Champagne flute in hand. "And now I'm seeing double."



Haute List: 10 Looks We Love From Burberry's Flagship Store Re-opening

Fashion doesn't stand still for baseball. Not even the San Francisco Giants. While many of you cheered on the orange and black on Oct. 7, more than 120 fashion-forward folks flocked to Union Square for a bash celebrating the grand re-opening of Burberry's flagship store. DJ Zen Freeman performed a live set while guests sipped champagne and Pimm's Cups, nibbled on bites and checked out the dazzling new space and merchandise. Here are some of the haute looks we saw:

A percentage of sales from the evening were donated to the Fine Arts Museums of San Francisco, where Colin Bailey is the director.

The event was hosted by Sloan and Roger Barnett, Kate Harbin and Adam Clammer, Vanessa and Billy Getty, Kathryn and Bo Lasater, Jacqueline and David Sacks, and Alexis and Trevor Traina.

Drawing reference physically and digitally from the brand's global flagship in London, 121 Regent Street, technology has been woven throughout the architecture of the building.

Set over four floors in a 20th century historic townhouse, the newly refurbished store reflects the brand's global architectural design concept developed by Burberry Chief Creative and Chief Executive Officer Christopher Bailey.

The store includes a dedicated Burberry Beauty room featuring the full Burberry fragrance and make-up collections with specialist Burberry Beauty consultants offering personalised appointments, a dedicated watch room and a shoe lounge.

Collections offered are Burberry Porsum, Burberry London, Burberry Brit, Burberry Accessories and Burberry Beauty.



Posh on Post, See How SF's Most Stylish Celebrated Burberry's New Look

Neither the madness of Union Square's construction projects, the City's absurd traffic, nor the Giants division series victory game could keep San Francisco's best dressed from the posh preview party of Burberry's newly renovated Post Street boutique Tuesday evening.

Entering the party was like walking into an elegant London townhouse taken over by some fabulously chic jet setter and 120 of his most fashionable friends. Burberry flew in one of the world's hottest DJs, **Zen Freeman**, to play his special mix of sizzling British tunes, while guests mingled by a floor-to-ceiling display flashing gorgeous models in the most recent collection. Everywhere one looked one saw the best pieces from the Burberry runway — not just on the racks, but on the guests!

Hosts **Sloan Barnett**, **Vanessa Getty**, **Jacqueline** and **David Sacks**, **Kate Harbin**, and **Kathryn Lasater** all wore Burberry, as did biotech investment executive **Deepa Pakianathan**, **Carol Bonzie**, **Vandy Boudreau**, photographer **Douglas Friedman**, who was visiting from New York, and PR maven **Allison Speer**, whose skirt was beautifully crafted with an intricate applique of leaves made from nappa leather.

While our current heatwave was well suited for **Sloan Barnett**, who was warm-weather ready in shorts with a delightful cashmere top featuring the Golden Gate Bridge, the day's temperature didn't deter **Sonya Molodetskaya** from donning her prized cashmere Burberry blanket.

"I bought it months ago as soon as it came out," she said, "and now I can finally wear it!"

Crafted in Scotland, the \$1,395 blanket poncho, which can be monogrammed with the wearer's initials, has quickly become one of the season's most coveted items. **Sarah Jessica Parker**, **Cara Delevingne**, **Rosie Huntington-Whiteley**, **Suki Waterhouse** and **Olivia Palermo** have all been photographed in it, which may account for why the item is currently sold out.

Other striking looks for the evening included **Mary Beth Shimmion** in **Andrew Gn's** whimsical "good robot" blouse worn with **Dior** pants, **Brenda Zarate** in a **Dior** tuxedo with **Alexander McQueen** accessories, fashion designer **Olga Detlikhova** in **Givenchy**, and tech startup founder **Minal Jethmal** in an **Alexander McQueen** dress of a color any proud San Franciscan would call "Giants' orange" (good thing they won!)

As the evening rolled on and the fog rolled in, guests were glad to wrap themselves in Burberry leather and cashmere as they headed to the after-party dinner at **The Battery**, many of them with purchases from the store (part of the proceeds from the evening's sales will go to the **Fine Arts Museums**.) With weather that takes you from shorts into shearing in under an hour, San Francisco keeps its fashionistas on their toes!

Burberry, 225 Post Street, San Francisco, 415.392.2200

Photos: **Deew Altizer**; **Fameflynet Pictures**; **Humberto Carreno/starttrakphoto.com**; **GSNY/Splash News**, via **usmagazine.com**



Burberry Digs Out of the Trenches

The classic British brand Burberry staged another invasion of Union Square as it reopened its San Francisco flagship with a flourish. Reimagined as a clubby space for browsing and blousing, full of herringbone-patterned walnut and khaki-colored travertine, the store traverses four floors of bumbershoots, blankets, and bomber jackets for which it is well known. A soigne set of arts supporters turned out to look glampers, sip champers, shop to benefit the Fine Arts Museums. The Mid-Winter Gala committee was out in full force, including hosts Sloan and Roger Barnett, Kate Harbin and Adam Clammer, Vanessa and Billy Getty, Kathryn and Bo Lasater, Jacqueline and David Sacks, and Alexis and Trevor Traina, all getting their Brit fix in Burberry's best. No need to cross the pond when you can cross Post Street for a totemic trench and tartan to toss on for an extended case of London fog.



Burberry's reopening celebration in S.F.

Burberry celebrated the reopening of its flagship store in San Francisco on October 7, 2014 with a cocktail event that let guests explore the refurbished four-story space on Post Street.



BURBERRY S.F. REOPENING PARTY

Burberry reopened the doors of its four-story San Francisco flagship for a cocktail party held on Tuesday, October 8, after a complete renovation combining the heritage elements of the British brand with the contemporary vision that Chief Creative and CEO Christopher Bailey has pioneered for the house. The hosts for the evening that benefited the Fine Arts Museums of San Francisco included Sloan and Roger Barnett, Kate Harbin Clammer and Adam Clammer, Vanessa Getty, Kathryn and Bo Lasater, Jacqueline and David Sacks, as well as Alexis and Trevor Traina. Carol Bonnie and Vandy Boudreau could not stop laughing. They drove downtown together, and discovered when Uber arrived that they were wearing the same silver lace Burberry dress. "I love my dress and now I'm seeing double," said Bonnie.



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NOVEMBER 2014



THE SOCIAL NETWORK



Hail Britannia

Barberr's new San Francisco store opened with a gala fundraiser last month hosted by Shon and Roger Barnett, Kate Harbin and Adam Clemmer, Vanessa and Billy Getty, Kathryn and De LaSalle, Jacqueline and David Seck, and Alice and Trevor Treine.

