Tourists are flocking to the seaside again this summer, after two years marked by the pandemic, and luxury labels are boosting their resort presence with bespoke events and installations. In addition to the classic summer pop-up stores opened as usual in seaside resorts, various labels, among them Burberry, Missoni and Borsalino, are taking over some of the world’s most sought-after destinations this season, decking them out in their own colours.

London label Burberry launched its summer tour at the end of May, taking over the Loulou restaurant and beach club in Ramatuelle, not far from Saint-Tropez, where it outfitted beach umbrellas, sun loungers, cabins, cushions and more with fabrics featuring the TB monogram print. Burberry then moved on to Busan, South Korea, where it customised the swimming pools, terraces and restaurants at the Ananti Cove complex (including the Ananti Penthouse and the Ananti Hilton Busan hotels), close to the extensive Haeundae beach.

Here too, sun loungers, cushions, beach umbrellas, children’s life jackets and even a pontoon floating on one of the pools are now sporting Burberry’s distinctive monogram fabric.

Burberry will also travel to Singapore and Ibiza, each time of course accompanied by a pop-up store showcasing the TB Summer Monogram capsule collection for men, women and children, with its swimsuits, t-shirts, hoodies, sandals, sunglasses, cotton shirts, silk shirt dresses and windbreakers.
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Missoni is going down the same road, with the Missoni Resort Club3 project, which the label kicked off by personalising the famous Le Carillon restaurant and its exclusive beach in the bay of Paraggi, close to Portofino, Italy.

Missoni used its famous fabrics, selected by the creative director of the label’s home decoration line, Alberto Caliri, to decorate the interiors of the veranda overlooking the beach, as well as beach umbrellas and sun lounger cushions, and provided Missoni beach towels for guests. The label will do the same at other destinations in Italy and elsewhere, whose names will be revealed in the coming weeks.

Italian label Borsalino has partnered with entrepreneur Gualtiero Vanelli to open the Panama Restaurant Beach Versilia by Borsalino, a restaurant and beach club at Marina di Pietrasanta, on the Versilia riviera in Tuscany, which will be inaugurated on July 15 with a fashion show.

Philosophy, the young line by Alberta Ferretti, led by designer Lorenzo Serafini, has opted to give a makeover to the Café de l'Esplanade in rue Fabert, opposite the Les Invalides complex in Paris. The Italian label introduced the ‘Philosophy Terrasse’, fitting out the premises for the summer with fabrics in its signature romantic style.

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