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## A Big Night for Burberry and Christopher Bailey in L.A.



Alexis Brunswick

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Mario Testino and Christopher Bailey

Photo: Getty Images



Burberry had a lot to celebrate last night in Los Angeles. Chief Creative and Chief Executive Officer

**B** Christopher Bailey was in town to toast not just the opening of the brand’s new flagship on Rodeo Drive and the latest installment of its Art of the Trench photo series, but also to pick up the Rodeo Drive Walk of Style award. “Before, Burberry used to look at the past for inspiration, to tradition and their heritage,” longtime collaborator Mario Testino said. “But ever since Christopher’s been there, we’ve been looking at the future.”

Before guests including Gela Nash-Taylor and John Taylor made their way across the street from the induction ceremony to the new four-level boutique, Bailey explained just how special the honor was. “My family came to L.A. about five years ago just to look at these plaques,” he said, alluding to the bronze Walk of Style markers that line the sidewalk on Rodeo Drive. (Burberry’s reads: “Protect. Explore. Inspire.”) “It’s a big deal across the pond, probably an even bigger deal,” he reasoned. And as for the brand’s upgraded flagship—the previous space was down the street just slightly off Rodeo—Bailey was emphatic: “This street is iconic the world over, in a way that fuses film and storytelling with fashion and creativity. Whenever we are guests of a city,” he went on, “we want to make sure that the people who live there feel that it’s their store.” To wit: He’s curated a capsule ready-to-wear collection exclusive to the Rodeo flagship.

*Culture / Parties: Burberry, Christopher Bailey - Rodeo Drive Flagship Party Pictures*

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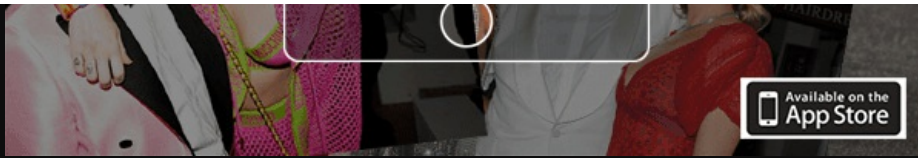
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