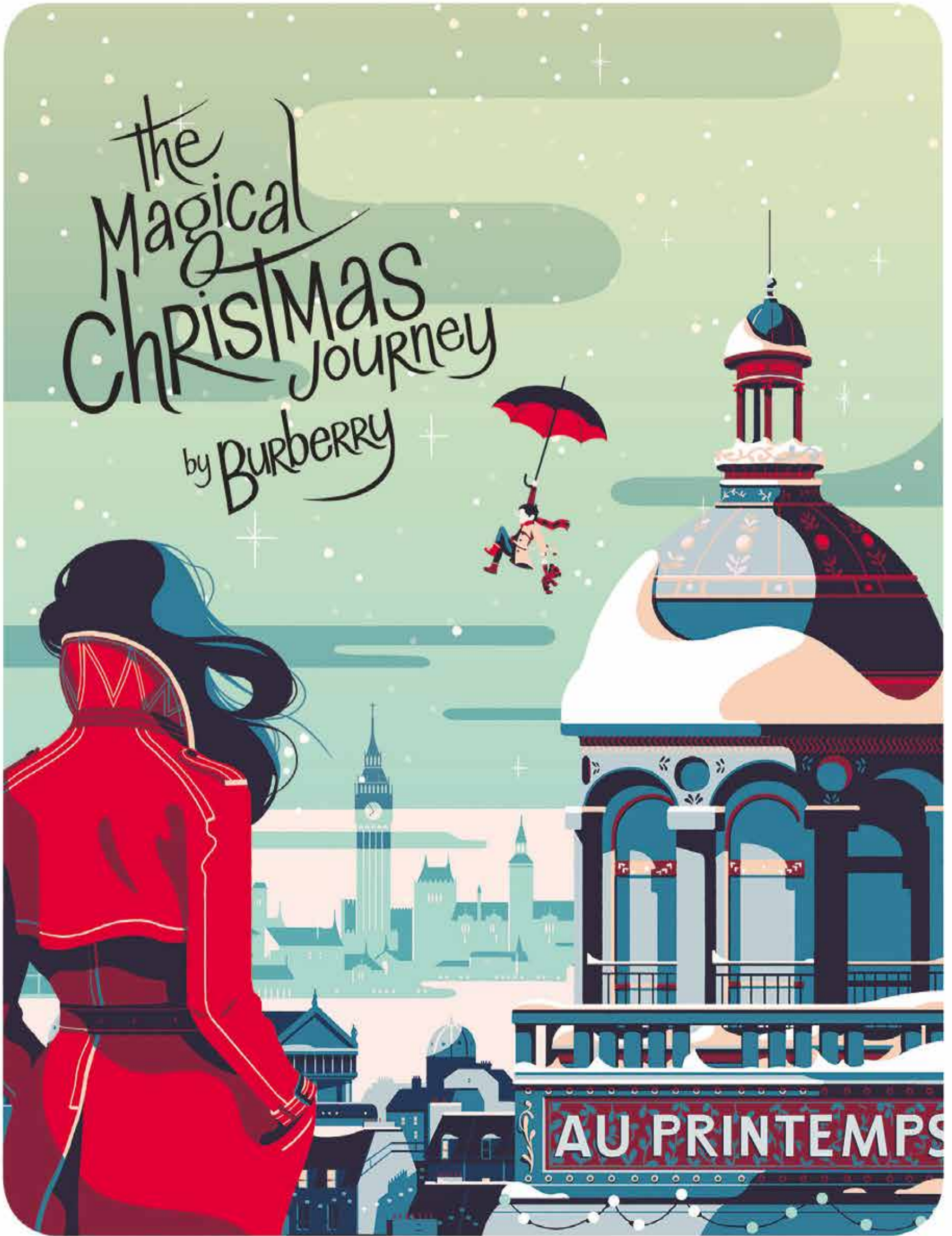


The
Magical
CHRISTMAS
Journey

by BURBERRY



PRINTEMPS





When Christmas arrives at Printemps, a world of dreams invades the department store. Animated windows bring young and old into a magical universe, where illuminated facades transcend the winter nights, and decorated trees, dressed in their finest attire, reveal thousands of gift ideas.

This year, Printemps decided to focus on the dream of a child on Christmas Eve, who goes on an extraordinary journey between London and Paris, two main cities where the most festive event of the year is celebrated with style in the purest tradition.

Printemps and Burberry present “[The Magical Christmas Journey by Burberry](#)”.

THE PARTNERSHIP

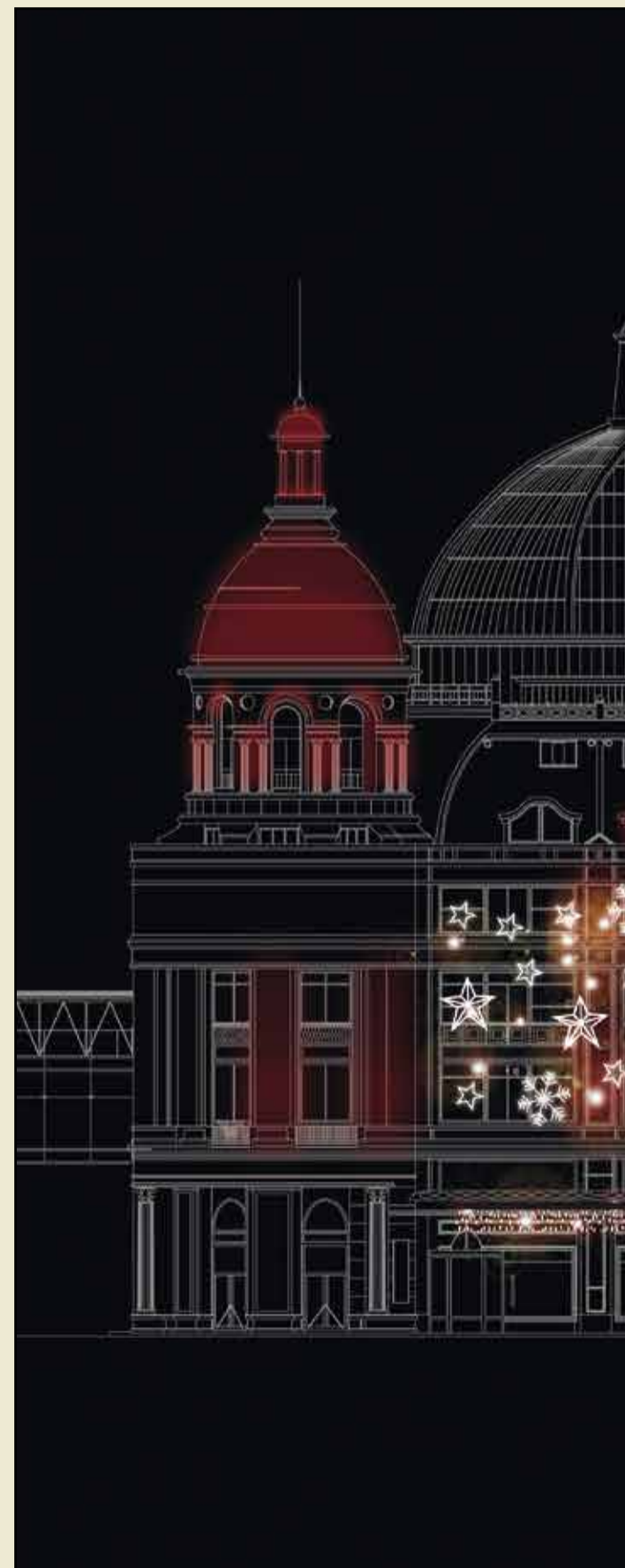
Imagined as a child's dream on Christmas Eve, "**The Magical Christmas Journey by Burberry**" is the tale of a young boy and his teddy bear who go on an adventure from their home in London, to Paris, the city of lights.

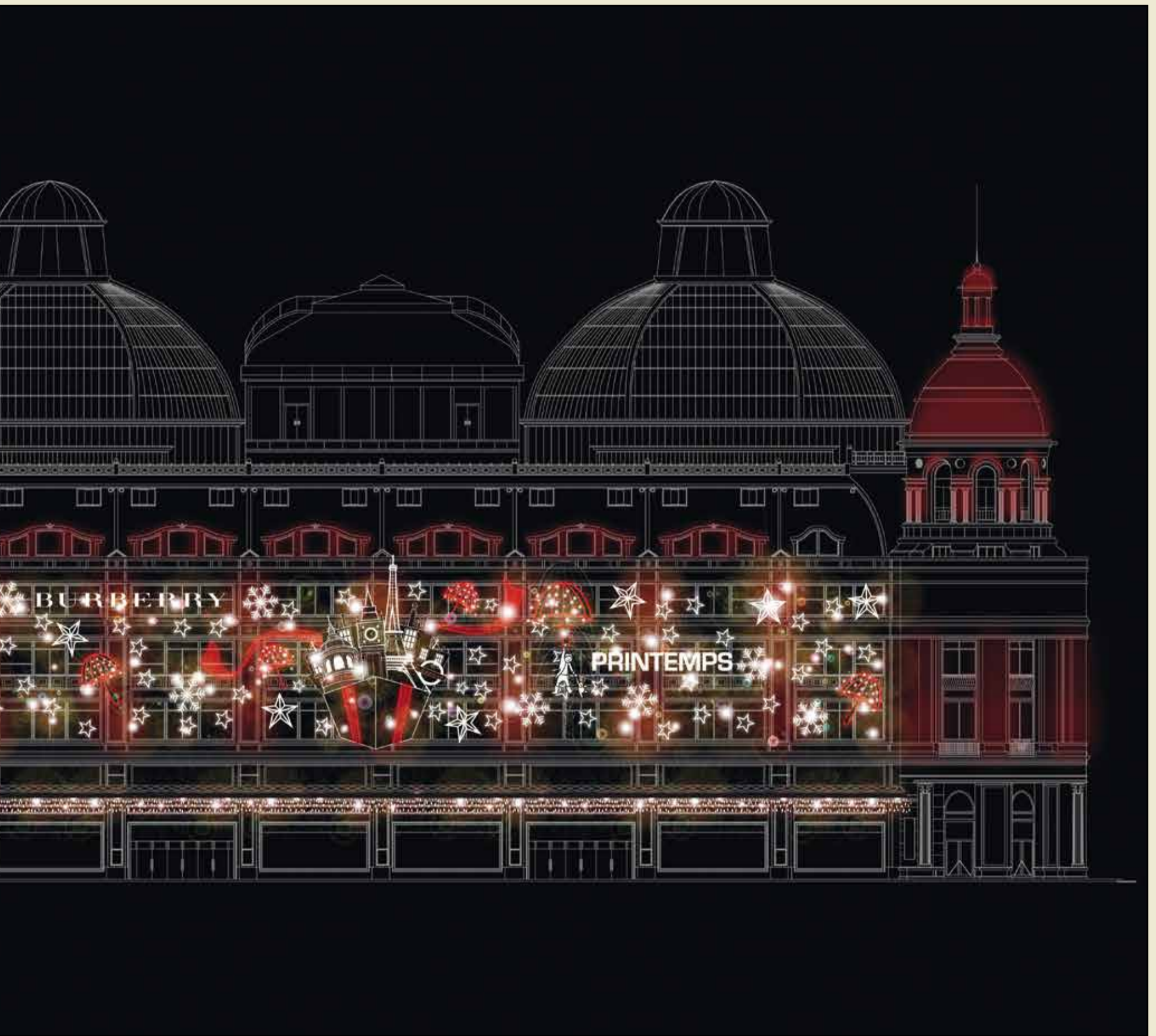
From the iconic Burberry flagship store at 121 Regent Street in London, the boy and his teddy bear float through the night sky on their umbrella to the Printemps department store on Boulevard Haussmann, in Paris. Along the way they meet different characters and discover a world of dreams where two universes merge: the upside and the downside, the giant and the tiny, the real and the fantastic, the traditional and the innovative... proportion, logic and reality mixed with the magical dreamlike world of Printemps at Christmas.

THE FAÇADE

Poetic and magical, the Printemps façade reflects the magic of Christmas lights and features for the first time an animated character in 3D. Hanging on his umbrella and clutching his teddy bear, the 4m tall boy continues his adventure on the façade where he seems to fly on stars, a ballet of red umbrellas and thousands of light snowflakes. At the center a gift box adorned with an elegant red ribbon explodes with architectural elements from London and Paris including the Printemps Coupole, the Eiffel Tower, Big Ben and the façade of the Burberry flagship store, at 121 Regent Street in London.

MAIN FAÇADE PREVIEW, BOULEVARD HAUSSMANN [→](#)





PRINTEMPS
PARIS



PRINTEMPS
PARIS





THE WINDOWS

This year, the windows of the Boulevard Haussmann department store tell the story of a magical and enchanting journey. The little boy leaves London to celebrate Christmas in Paris dressed in a Burberry trench coat, cashmere scarf, rain boots and walking umbrella. He starts his journey in the twilight of winter and travels through the snowy English countryside, crosses the sea, takes the train and finally arrives in Paris at night. The little boy comes to life in the Printemps windows, surrounded by friends, toy soldiers and musicians.

Because Christmas is also a time to share and experience, the windows will, for the first time, feature an interactive element, allowing audiences to explore the iconic festive scenes of the Printemps windows in a new and innovative way.

A Christmas tree, a festive table, a profusion of gifts, celebrations on the rooftop of Printemps, let the festive season begin!

THE ATRIUM

Christmas continues in the atrium of Printemps Haussmann, featuring the spirit and elements of the little boy's magical journey. Immersed in an imaginary world between London and Paris, the boy comes to life and flies between the different architectural elements of both cities. At the base of the Christmas trees decorated with twinkling Burberry letters, charms and snowballs, we can see miniature worlds mixed with piles of Burberry gift boxes. A train travels around the tree, delivering gifts from the collection of exclusive pieces created by Burberry for Printemps.

THE GRAPHIC

The Christmas 2014 graphic, "The Magical Christmas Journey by Burberry" illustrates the collaboration between Printemps and Burberry. In the twilight of a Parisian winter, dotted with twinkling stars, the Burberry woman, dressed in her iconic red trench coat, observes the legendary 'Coupole' of Printemps while in the distance the iconic London skyline is revealed. Not far away, the little boy, forever accompanied by his teddy bear, flies over the snowy Parisian rooftops on his Burberry umbrella.

The illustrator Tom Haugomat

Born in Paris in 1985, Tom Haugomat developed an interest in drawing and its narrative potential. After a year studying art history and archeology, he switched to an artistic education. At the Gobelins school, in Paris, while studying the design and production of animated films, he discovered a passion for the moving image. Tom met the young designer Mangyoku Bruno, and together they created the short films Jean-François (Arte, 2010) and Harmful (Arte, 2013). In 2012, he illustrated his first book "Marche ou Rêve", published by CMDE. Today Tom has a successful career as an animated films creator and children's book illustrator.



The Magical CHRISTMAS Journey

by BURBERRY



THE EXCLUSIVE COLLECTION FOR PRINTEMPS

Burberry brings London icons to Paris with an exclusive collection designed for Printemps that celebrates six British inspired themes across ready-to-wear and accessories.

"English Rose" plays with honey tones, floral motifs and soft textures. The "Punk" brings us black leather and metal studs, and a mini "Punk" character charm. The "Ribbon Knot" theme takes its inspiration from the Burberry Sandringham trench coat belt knot. The "Pillar Box" leads to a range of stylised city skylines of London and Paris in the distinctive glossy red of London's post boxes. Finally, the "Grenadier" theme references the renowned hats of Buckingham Palace's guards.

Pieces inspired by the illustration of "[The Magical Christmas Journey by Burberry](#)" and a Snow Globe featuring the little boy and his bear sailing on an upturned Burberry umbrella, become special gifts and collectors items.

The exclusive Burberry collection for Printemps also offers beauty gifts including the new iconic My Burberry fragrance with a red gabardine hand-tied knot, an Illuminating Crocus fragranced candle and the iconic colours of London make-up box set for nails and face.



1. Pillar Box umbrella key charm in red Perspex 85€ 2. Check scarf in pillar box red cashmere 395€ 3. The Ribbon Knot Small Bloomsbury in parade red leather with horn and bow detail 1595€ 4. Ribbon Knot card case in red leather 225€ 5. English Rose small beauty wallet in red and black floral print leather 295€ 6. Pillar Box London and Paris cityscape iPad mini case in black leather and suede 295€ 7. Pillar Box London and Paris cityscape large beauty wallet in black leather and suede 295€ 8. Illuminating crocus candle with red gabardine bow 45€ 9. Ribbon Knot teddy bear in parade red check cashmere 525€ 10. London is Coming to Paris intarsia sweater in red wool cashmere 395€ 11. Punk key charm in black leather and Perspex 185€ 12. The Pillar Box Bloomsbury in red alligator 22 000€ 13. The Pillar Box Kensington trench coat in red patent leather 2 395€



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1. Grenadier tassel key charm in fur, leather and red Perspex 235€ 2. The English Rose Kensington trench coat in honey hand-painted floral cotton gabardine 1 595€ 3. Pillar Box bus charm bracelet in parade red leather 150€ 4. Constable print white cotton T-shirt 125€ 5. Grenadier print white cotton T-shirt 125€ 6. My Burberry limited edition eau de parfum with red gabardine bow 118€ 7. English Rose peep-toe ankle boots in honey floral print deerskin 1 395€ 8. The Punk Sandringham trench coat in studded black leather 3 095€ 9. The English Rose Bloomsbury in honey floral print leather 2 395€ 10. Grenadier teddy bear in stone shearling 1 295€ 11. Bloomsbury Grenadier bag in black fur and leather 3 595€ 12. Punk purse in black studded leather 335€ 13. Petal Punk bag in black studded leather 1 495€

THE SERVICES

The Santa Claus Shopper

Santa Claus Shopper can answer all your questions concerning the purchase of gifts at Printemps. Whether it involves preparing a visit to the store, helping to find ideas, making a selection of gifts, delivering gifts to the buyer or directly to the lucky recipients... For all this, all you have to do is send us your budget and the recipients, and Santa Claus will provide you with a wealth of ideas, from the most original to the trendiest.

For easier and more successful Christmas shopping! [+33 \(0\)1 42 82 68 67](tel:+330142826867).

Personal Shoppers

For an unforgettable shopping experience, this service provides the fashion expertise of "Personal Shoppers", who in the twinkling of an eye create a tailor-made outfit for a party or gift idea.

Reservations on [+33 \(0\)1 42 82 41 04](tel:+330142824104).

Printemps gift card

For those who aren't sure and want to spread joy without getting it wrong, Printemps offers its "Magical Christmas Journey" gift card. It may be credited for amounts up to €2 000, and gives access to the most beautiful fashion, luxury, beauty and design brands. It can be used in all Printemps stores, and is valid for a year after its issue date.

Car valet

No more parking problems: Printemps offers a car valet service at the entrance to its car park, where you just leave your car and keys.

Hands-free shopping

For maximum efficiency and total comfort, Printemps offers its "Hands-Free Shopping" service, which allows you to group all your purchases together in one place and pay for them in one go. No need to weigh yourself down with parcels, the Printemps Haussmann deposit office is open 24/7 so it is the perfect service to leave or collect your purchases at any time of the day.

Le Coiffeur

The new inescapable meeting to sublime your hair! Le Coiffeur proposes a unique experience in a space of exception. A team of hairdressers and colorists gives the best advices and propose a custom-made service under the magnificent dome with the best view of Paris; the most beautiful monuments of the city right in front of you!

On the 6th floor at Printemps de la Mode, Printemps Haussmann offers the paradise in the heart of its department store.

THE ANIMATIONS

Printemps Haussmann offers, every week-end of December, several exceptional animations: musical happenings with French choirs, studios of make-up and short-lived tattoos, cupcakes creation, workshops of greetings cards and the most important writing workshop of letters to Santa Claus.

It will be possible to meet the real Santa Claus accompanied with his sprite for unforgettable photo-shoots.

And if you're lost, do not worry, you'll be able to find Santa Claus thanks to the new geolocalisation mobile application.

THE FIGURES

Christmas at Printemps also means a multitude of spectacular decorations. Christmas trees with baubles, sparkling tinsel, not forgetting gift-wrap and ribbons, Christmas is without a doubt the most fairy tale time of year.



Over **3 km** of LED strips on the façade, i.e. **195 000** LEDs
and over **2 km** of fairy lights, i.e. **26 400** LEDs

8 km of fairy lights i.e. **96 000** LEDs under the canopy
and **2 km** of flashing fairy lights

8 million flashes for the canopy per hour

153 illuminated stars and snowflakes measuring
1m10 to **5m** in diameter

185 Christmas trees, including 2 extra large ones
measuring **11 m** in height for the Atrium

120 km of gift wrap

300 km of ribbon

1 600 000 stickers

500 000 gift bags.

PRESS OFFICE

Corinne Berthier - (+33)1 42 82 42 60
cberthier@printemps.fr

Marion Denonfoux - (+33)1 42 82 50 48
mdenonfoux@printemps.fr



Graphic conception

485c Design / Catherine Fouchard

Printing

De Chabrol

Pictures

Fred Furgol

Marques