



High Summer

Burberry is bringing the great British summer, minus the weather, to Ibiza with a hotel takeover at The Standard, located in the heart of the city's old town.

Running until October, Burberry's check in the hotel's signature color, a warm, sunny yellow, is covering the property's rooftop area in the form of parasols, loungers and cushions. A big Burberry logo can be seen at the bottom of the swimming pool as well.

In the lobby, there is a photo booth covered in the same pattern, while looking from the rooftop, one may spot Check Mate,

a Burberry boat making waves along the Ibiza shoreline.

The Burberry-coded experience also goes into Up, the hotel's seasonal rooftop bar and restaurant. There will be weekly Burberry-curated cocktail evenings, soundtracked by guest DJs spinning from a custom-built booth.

The summer takeover will include a selection of Burberry summer items to buy on the spot, like swimwear, totes, shoes, sunglasses and hats in seasonal Burberry check.

The Standard Ibiza marks the latest chapter of the British heritage

brand's ambitious Burberry Summer movement.

"Burberry sits at the center of the summer calendar. It's both a means of creative expression and go-to uniform for festival goers," said Daniel Lee, Burberry's chief creative officer, upon the release of a campaign celebrating British music culture featuring Liam Gallagher, Goldie, Cara Delevingne and Alexa Chung.

Last week the brand unveiled a summer partnership with The Newt, a 2,000-acre working farm and luxury hotel and spa in Somerset, England, to "celebrate the best" of

British craftsmanship, style and outdoors.

The collaboration launched with a dinner at the RHS Chelsea Flower Show in May and shifts into full gear this month with bespoke guest experiences and products.

Burberry has come up with a custom check pattern using the signature green of the hotel's estate. The signature check pattern has been mown into The Newt's croquet lawn and spills onto the sun loungers and seating areas.

— TIANWEI ZHANG



A look at the Burberry takeover of The Standard in Ibiza.