

BURBERRY BOOM

With a gleaming new flagship in Beverly Hills, Burberry designer **Christopher Bailey** is in a California state of mind

With over 150 years of history, Burberry is as much an icon of British culture as gloomy weather, afternoon tea and the Queen herself. So when the storied brand switched gears toward a more global, fashionable aesthetic, Christopher Bailey, its 37-year-old design director, assumed the challenge of keeping Burberry's checks in balance. "Burberry has an unrivalled archive to build and translate in a contemporary and relevant way each season," says the designer, who also tends to deflect any praise away from himself and onto his loyal design team.

But since 2001, when Bailey left Tom Ford (then at Gucci) to return to his British roots, Burberry has reported exponential growth. And Bailey can focus on his passion: the house's design-driven Prorsum collection (think last Spring's sold-out python trench). Prorsum, Latin for forward, reflects the brand's direction on Bailey's compass.

This month, Bailey makes his way to California to unveil his latest vision—a greatly expanded Beverly Hills boutique. "I always refer to the Burberry style as elegantly disheveled; I think this works perfectly for California," says the designer, who stays at the Regent Beverly Wilshire for "pure, understated Hollywood glamour." But, when it comes to everyday style, "I love the relaxed, thrown-together attitude of the fashion scene in L.A. the way people dress to reflect their spirit and energy."

The new boutique, with nearly 7,500 square feet of retail space, will house men's and women's Prorsum, London and accessories collections, including a room dedicated to shoes. "We have worked hard on getting a really strong shoe collection," says Bailey, "and this will be the perfect place to showcase the results!" And for Burberry's most devoted shoppers, the VIP room offers iPod docks and runway shows on continuous display. So what's next for Christopher Bailey? "We have so many exciting plans and challenges ahead of us that we're working on creating the eighth day in the week here at Burberry." *9560 Wilshire Blvd., Beverly Hills, 310-550-4500; burberry.com.* **KELSEY MCKINNON**



Christopher Bailey

THE Brit List

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NORMANDY KEITH
AMANDA MASTERS
VICTORIA BECKHAM
DANNY HUSTON
KEIRA KNIGHTLEY
HELEN MIRREN
ALICE EVANS



Courteney Cox



Charlize Theron



Demi Moore