

# BURBERRY AT LONDON FASHION WEEK – HYDE PARK



Burberry, known for being one of the smartest brands in modern fashion, is also considered the most important name at London Fashion Week.

J & J Carter were commissioned by Swarm Group to create black reveal sheets for this 1,000sq/m structure in readiness for an iconic moment at the Burberry fashion show.

A challenging engineering solution was implemented for the international live broadcast of London Fashion Week, involving the unwrapping of the entire marquee to reveal the full Burberry Prorsum in daylight. The process was also choreographed to music.

Every catwalk show aims to have a 'wow moment'. This event in Hyde Park, London was no exception, as Burberry chose to boldly take control of the weather!

The Burberry catwalk show finale began with a loud crack of thunder. Our black reveal sheets reached a fully lowered position just as a simulated rainstorm began. Water streamed down all external sides of the vast transparent marquee, while the models and audience inside were showered with sparkling confetti rain.

The dramatic finale was a reminder to all those watching, that when it rains (which it often does in Britain), reach for the famous Burberry trench coat.

## DESIGNED TO MEET YOUR INDIVIDUAL REQUIREMENTS

Our bespoke tensile fabric solutions aren't limited to the events industry. We have also completed many projects throughout the hospitality, leisure, industrial and education sectors. Whether you want to change its size, shape or colour, we have the expertise to [customise your structure or canopy](#).

### KEY FACTS

**LOCATION:** United Kingdom

**INDUSTRY:** Events