



# BURBERRY

British fashion brand **Burberry** has installed a pop-up store that reflects a surrounding mountain range on **Jeju Island**, South Korea, for its latest outerwear clothing collection.

The ephemeral sculpture, named **Imagined Landscapes**, explores the intersection of nature and technology and is the first in a series of site-specific pop-ups by the brand to showcase their outerwear. Made from plywood, timber and a reflective polycarbonate mirror material, the design is intended to marry nature with modernity and with the brand's contemporary identity.

The structure's undulating facade reflects the sky above and the nearby rolling hills, and also resembles the contour lines drawn to indicate elevation on topographic maps.