THE CIRCUIT REPORT

Burberry Wraps The Mark in House Check for the Holidays

Burberry's holiday takeover of The Mark Hotel, launched with a party on November 16, 2026, at 25 East 77th Street: House Check décor, a hot chocolate cart, postcards and Moses Martin's band, "People I've Met."

BY DAVID SHUSTERMAN · PUBLISHED NOVEMBER 18, 2026



The hot chocolate cart under its House Check awning at The Mark's Madison Avenue entrance, November 16, 2026. Still from event footage.

On Monday evening, November 16, the sidewalk outside The Mark on Madison Avenue looked as if it had been gift-wrapped. A red carpet ran from the curb to the doors, printed with the hotel's octagonal M monogram, with House Check ribbons and a line-drawn figure carrying a tower of gift boxes, each box stamped with that same M. The doorway was framed in evergreen garland, lit with white bulbs, studded with red berries and wound with a broad ribbon of Burberry check. Beside it stood a red cart under a check awning lettered THE MARK, its side panel reading The Mark x Burberry, and behind its counter a server in a white waistcoat poured hot chocolate into red check paper cups and dropped a marshmallow into each with silver tongs.

This was the launch party for Burberry's holiday takeover of The Mark, the Upper East Side hotel at 25 East 77th Street, which the British house has dressed in its check from November 13 through January 4, 2027. Inside, The Mark Restaurant and The Mark Bar by Jean-Georges filled with a crowd in trench coats, check scarves and check skirts, while Moses Martin and his band, People I've Met, played from a small stage at the back of the restaurant. The Circuit Report's photographs and films from the evening follow the route a guest took, from the cart on the sidewalk to the bar.

The takeover on Madison Avenue

According to WWD, which first reported the collaboration on November 13, the hotel's exterior was dressed in red House Check, with welcome flags and a giant bow at the entrance. Inside, a Christmas tree was decorated with check ribbons and baubles, and a bespoke gingerbread house recreated the hotel's façade, complete with a miniature Burberry check scarf. The details reach into the hotel's routine: doormen wear Burberry scarves, and room keys and welcome notes carry the check. The Impression and A&E Magazine list the same program, along with festive illustrations across the property and seasonal treats in the rooms.

In the lobby, the tree beside the black iron stair was so densely hung with red berries, red ribbon and strips of check that little green showed through. On a carpet at the hotel, Burberry's armoured Equestrian Knight charged across a red ground, his lance trailing a check pennant and his banner rewritten to read The Mark.

Upstairs, the hotel's Madison Penthouse became a private Burberry shopping suite. WWD reported that the suite took appointments from Friday, November 13, through November 18, offering one-of-a-kind pieces and a selection of trench coats; The Impression and A&E Magazine specify the house's Heritage Trench Coats. The Madison Penthouse is one of the hotel's largest suites: 3,789 square feet on the 14th floor, with a terrace and views over Madison Avenue, designed, like the rest of the hotel, by Jacques Grange.

Josh Schulman, Burberry's chief executive officer, told WWD that the takeover is "really a wonderful moment to celebrate the brand, the festive season and to engage with our community," and that the penthouse suite would host clients from across the Americas. Michel Heredia, The Mark's director of sales and marketing, told the paper the collaboration brings "a burst of excitement" to the hotel for the festive season.

Hot chocolate, marshmallows and postcards

The most public part of the takeover sits on the sidewalk. During opening week, according to WWD and The Impression, The Mark's outdoor flower carts were dressed in red check and offered souvenir postcards alongside the hotel's signature hot chocolate. On Monday night the hot chocolate came from the awninged cart at the door, poured from a tall urn into cups printed The Mark x Burberry in a red version of the check. Each cup was finished with a marshmallow, and a cake stand on the counter held squares of brownie, each topped with a square bearing The Mark's monogram.

A few steps away, an iron flower cart on large wheels, its top heaped with greenery and red berries, held rows of postcards in terracotta red and cream. Each was printed The Mark x Burberry and decorated with line drawings: a figure laden with check-wrapped presents, a dancer in a check dress, a vintage car. The hot chocolate cart is a seasonal relative of a fixture the hotel already keeps outside its doors: The Mark's website lists a hot dog cart open daily on the sidewalk, weather permitting.

The party at The Mark Restaurant

The evening itself, Burberry and The Mark's celebration of the holiday season in New York, took place across The Mark Restaurant by Jean-Georges and The Mark Bar. Daily Front Row described it as a gathering of local friends and family of the house, built around a performance by Moses Martin, "a friend of the house," and his band. Martin made his modeling debut this year in Burberry's autumn campaign, Escape to the Countryside, which used his band's song "For Hire" as its soundtrack. As AnOther has reported, People I've Met is a New York trio: Martin on guitar and vocals, Orlando Wiltshire on drums and Andrew Suster on bass.

Their stage stood in front of the restaurant's glass-fronted wine wall, in warm amber light. In our footage the band plays to a tightly packed floor, guests holding

up phones over the shoulders in front of them, a red guitar catching the light.

The guest list ran across film, fashion, music and sport. WWD reported Teyana Taylor, Rob Lowe, Christopher Briney, Gabrielle Union-Wade with the stylist Jason Bolden, the tennis player Tommy Paul and Paige Paul, Claudia Sulewski, Keen Ruffalo and Apple Martin among the guests; Cultured added Kilo Kish, Devon Lee Carlson, Indira Scott and Vinnie Hacker. WWD noted that guests kept their coats on, which, at a Burberry party, was rather the point.

The service was in keeping with the hotel's easy glamour. WWD described miniature burgers, cheese pizza and French fries passed in boxes branded with the hotel's name; on the night, the fries came in red cartons printed The Mark x Burberry. Bartenders in white dinner jackets worked from a drinks card signed The Mark x Burberry: a martini, a margarita and a negroni; a Mark mocktail of lychee and raspberry; Taittinger Cuvée Prestige Champagne; and two red Burgundies, Xavier Monnot's 2022 Coteaux Bourguignons and Élodie Roy's Bourgogne Rouge. Matchboxes wrapped in the check were heaped in silver bowls along the bar. In the bar, starburst lights glittered across the ceiling over guests in check skirts and long coats.

Burberry's holiday at The Mark

Photographs and short films from the launch party for Burberry's holiday takeover of The Mark on November 16, 2026: the check-dressed entrance and hot chocolate cart on Madison Avenue, the lobby tree, the restaurant, the band and the bar.



The entrance carpet, printed with a figure carrying gift boxes stamped with The Mark's monogram, November 16, 2026. Still from event footage.



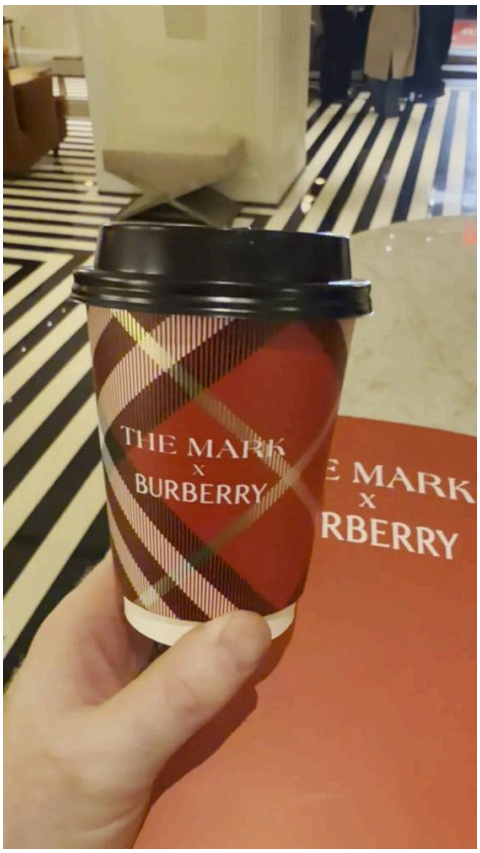
Souvenir postcards printed The Mark x Burberry, set out in an iron cart on the sidewalk, November 16, 2026. Still from event footage.



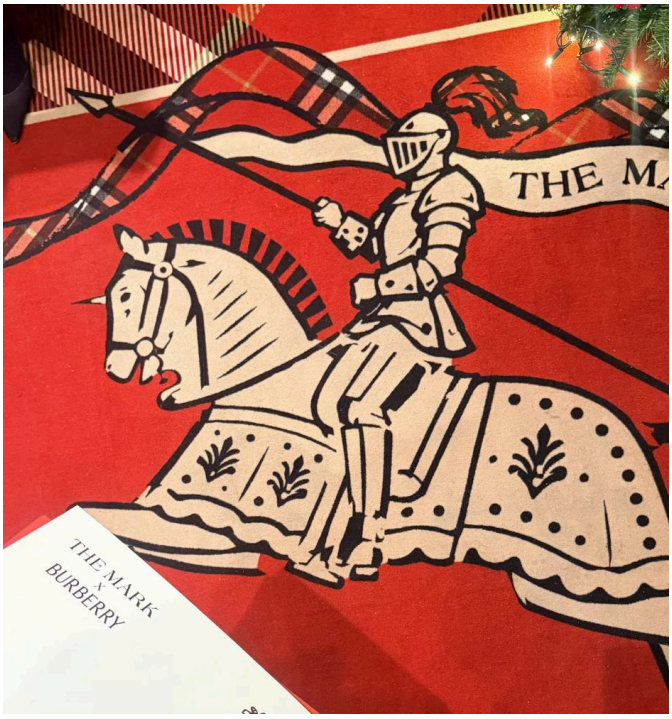
A marshmallow goes into a cup of hot chocolate at the cart outside the hotel, November 16, 2026. Still from event footage.



The lobby tree, hung with red ribbons and House Check, beside the stair, November 16, 2026. Still from event footage.



The Mark's hot chocolate in a cup printed in red House Check, inside the lobby, November 16, 2026. Still from event footage.



Burberry's Equestrian Knight on a carpet at the hotel, the banner rewritten to read The Mark, November 16, 2026.



The Mark Restaurant filled for the party, November 16, 2026. Still from event footage.



Moses Martin and People I've Met on the stage at the back of The Mark Restaurant, November 16, 2026.



The evening's drinks card and House Check matchboxes on the bar, November 16, 2026.



French fries passed in red cartons printed The Mark x Burberry, November 16, 2026.



The bar during the party, under a ceiling of starburst lights, November 16, 2026. Still from event footage.

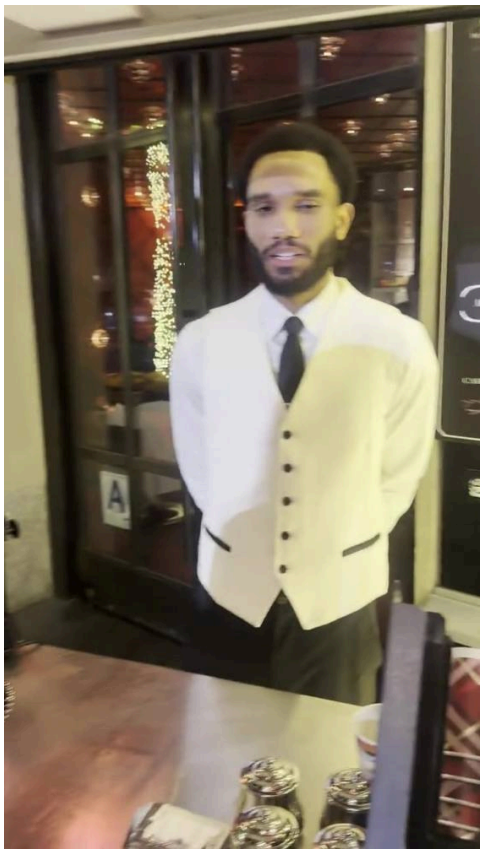
From the party on November 16



People I've Met at The Mark · 12 seconds
People I've Met play the back of The Mark Restaurant, November 16, 2026. With the band's sound. Open video



Close to the stage · 12 seconds
People I've Met up close, guitars and drums against the restaurant's wine wall, November 16, 2026. With the band's sound. Open video



The hot chocolate cart · 11 seconds
The Mark x Burberry hot chocolate cart outside the hotel, with brownies stamped with The Mark's monogram, November 16, 2026. Event footage, without sound. Open video



Postcards and the entrance · 10 seconds
From the postcard cart on the sidewalk to the hotel doors and their check-ribboned garland, November 16, 2026. Event footage, without sound. Open video



At the bar · 11 seconds
Bartenders in white jackets behind a bowl of House Check matchboxes, November 16, 2026. With the room's ambient sound. Open video

A house that dresses hotels

The Mark is the latest stop in a run of hotel partnerships for Burberry. WWD lists a summer takeover of Topping Rose House in Bridgehampton, New York, and partnerships this year with Hôtel Belles Rives on Cap d'Antibes and One&Only Aesthesis on the Athenian Riviera. Last Christmas the house went to London's Claridge's, where Daniel Lee, Burberry's chief creative officer, designed the hotel's 2025 Christmas tree, dressed with bows made from surplus Burberry fabrics, and the brand opened a festive pop-up on the hotel's ground floor.

In New York the hotel is one of three addresses in a holiday program. Bloomingdale's on 59th Street has holiday windows inspired by English manor-house gatherings, and Burberry's 57th Street flagship has its own activation; The Impression describes window displays with velvet check curtains and oversized books, an in-store Cashmere Shop with monogramming on scarves and knitwear, and a new Burberry x Smythson collection of stationery and games that can be stamped in gold with up to three initials.

The setting suits the moment. WWD reported that in the first half of its 2026–27 financial year, Burberry's revenue rose 6 percent to £1.1 billion and the company returned to a profit of £54 million, with sales in the Americas up 12 percent.

Wrapped in Burberry: 170 years

All of this belongs to the house's festive campaign, Wrapped in Burberry: Celebrating 170 Years. Directed by Harmony Korine and filmed at Longleat House in Wiltshire, the campaign film casts Pierce Brosnan and Fiona Shaw as hosts of a British Christmas party, with guests including Cara Delevingne, Dwyane Wade, Gabrielle Union-Wade, Wu Lei, Nico Parker and Emma Thynn, Marchioness of Bath. "We wanted to celebrate 170 years of Burberry with a proper party," Lee said, as Style Rave reported. "Family, friends, great gifts and everyone dressed up." The party at The Mark followed the same script on Madison Avenue.

The anniversary dates to 1856, when, as Burberry's own history records, a 21-year-old Thomas Burberry opened his first shop in Basingstoke, Hampshire. He invented gabardine, a tightly woven, weather-resistant cloth, in 1879 and patented it in 1888. The Equestrian Knight Design, the emblem on the carpet at The Mark, was chosen through a public competition in 1901 and carries the Latin word Prorsum, "forwards," on its banner. The trench coat was developed for officers in the First World

War, and the check first appeared in the 1920s as the lining of Burberry rainwear before becoming the most recognizable part of the house's vocabulary.

The Mark at 77th Street

The hotel that wore the check this season has its own long history. The building at Madison Avenue and East 77th Street was designed by Schwartz & Gross in the Renaissance Revival style and opened in 1927 as the Hyde Park Hotel; it became The Mark in 1988. Izak Senbahar's Alexico Group, the current owner, bought it in 2006, and the French designer Jacques Grange reimagined its interiors in 2009, including the black-and-white striped lobby floor where guests carried their hot chocolate on Monday night. The Mark Bar, which the hotel calls the most stylish meeting spot on Madison Avenue, has furnishings made for it by Guy de Rougemont and Vladimir Kagan.

The launch party is over, but the check is not. Burberry's dressing of The Mark, from the bow at the entrance to the tree in the lobby, remains in place through January 4, 2027.