

MULTICHANNEL

Burberry updates fashion calendar to meet global demand

February 5, 2016



Personalized Burberry scarf for James Bay

By STAFF REPORTS

British fashion house Burberry is disrupting the fashion calendar with the decision to whittle down its four yearly presentations down to two.

Sign up now

Luxury Daily

The shift in scheduling will create a “seasonless, immediate and personal” format for Burberry’s global consumer base beginning in September 2016. With luxury houses losing creative directors at a rapid rate, it has been suggested that the current presentation calendar is flawed, and Burberry’s reorganization may hint to the future of fashion.

Changing times

Burberry has announced that its February and September shows will feature both women’s and men’s collections. In another shift from tradition, Burberry’s collections will be available for purchase in-stores and via ecommerce immediately after the show’s end.

The brand has looked to shorten the gap between runway shows and retail availability in the past. For instance, Burberry allowed consumers to purchase pieces from its fall 2014 menswear collection immediately after its London Fashion Week runway show via a limited-time “Shop the Runway” feature ([see story](#)).

Burberry recently condensed its collections, showing that the current collections formula may no longer be working as it once did. The brand combined its Brit, London and Prorsum lines into one “Burberry” label, designed for a global audience.

Now, its runway presentations will also be designed to appeal to its international consumer base’s immediate needs.

For the house’s menswear collection there will no longer be separate Burberry Menswear shows in January and June, annually. Instead, Burberry will team with London Collections: Men to create key moments in the men’s fashion calendar.



Burberry, spring/summer 2016

Burberry’s new calendar format will be reflected in store window displays and point of sales directly after the runway show as well. Likewise, Burberry’s digital and print advertising will debut after the collections have been presented.

"The changes we are making will allow us to build a closer connection between the experience that we create with our runway shows and the moment when people can physically explore the collections for themselves," said Christopher Bailey, chief creative and CEO in a statement.

"Our shows have been evolving to close this gap for some time," he said. "From livestreams, to ordering straight from the runway to live social media campaigns, this is the latest step in a creative process that will continue to evolve."

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.