

EVENTS/CAUSES

Burberry dresses Adele for multi-country tour

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Adele on stage in Belfast

By STAFF REPORTS

As Adele embarks on her tour to promote her record-breaking album "25," the British singer will be wearing exclusively Burberry ensembles.

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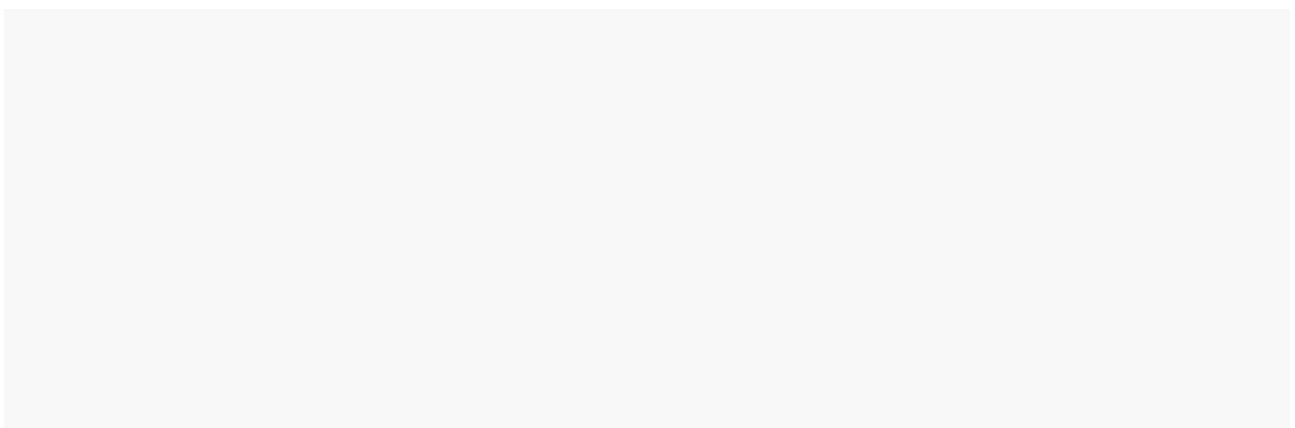
Burberry chief creative and CEO Christopher Bailey designed a custom hand-embroidered gown in black silk for the artist, who wore the creation on the opening night of her tour on Feb. 29 in Belfast, Northern Ireland. With all of the tour dates across Europe and North America sold out, Burberry's outfits will be seen by legions of fans.

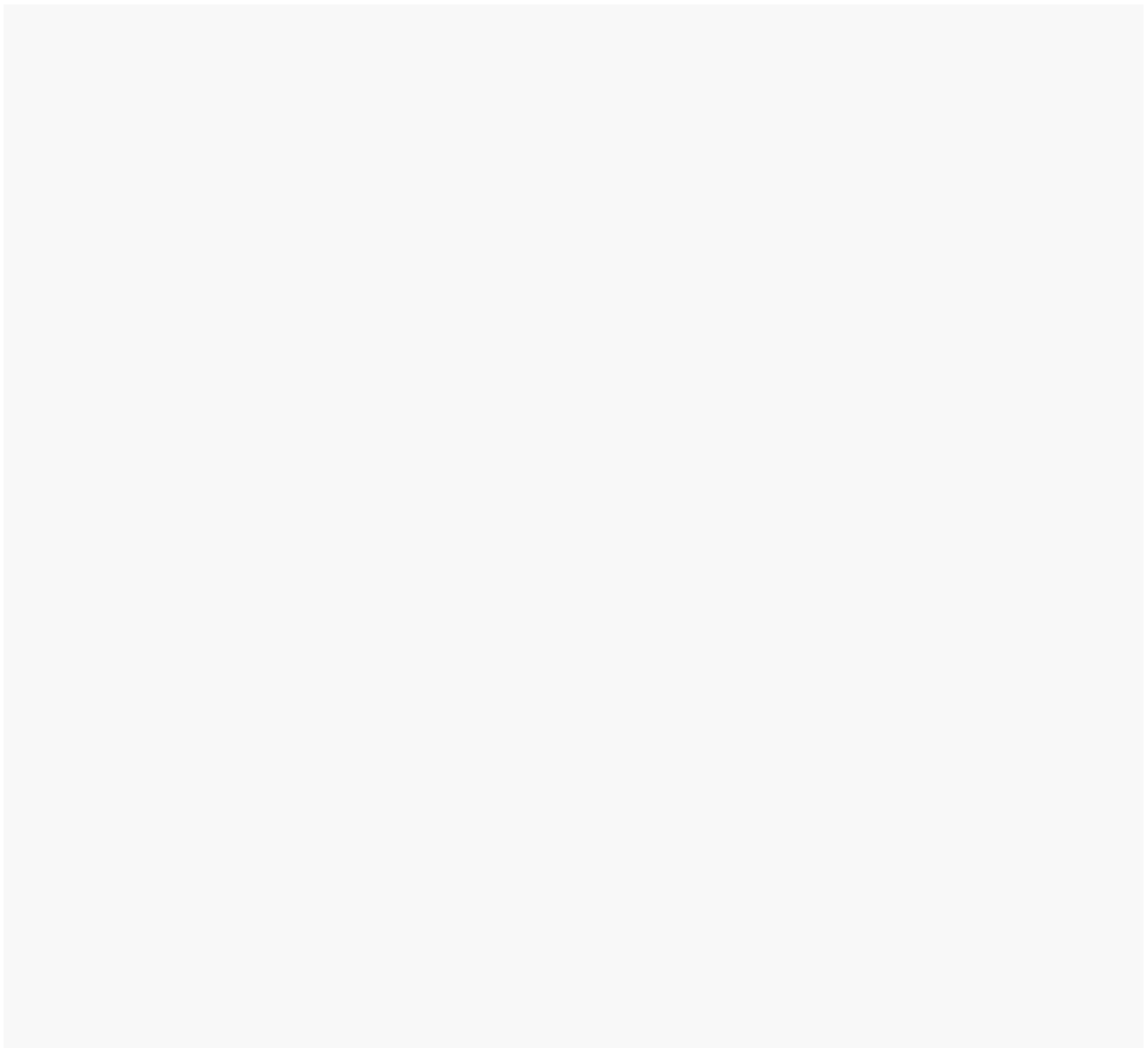
Home country glory

Adele's tour will take the singer through Europe, with stops in Sweden, Norway, Denmark, Germany, Switzerland, Portugal, Spain, Italy, the Netherlands, France and Belgium. The North American leg of the tour will kick off in July, with dates across the United States and Canada and two nights in Mexico City.

Each of the more than 100 dates sold out, many within minutes of becoming available for sale online.

As Adele makes her live appearances, she will only be wearing Burberry. The first glimpse of her Burberry wardrobe for the tour came on the opening night, when she wore a black silk gown with embroidered flowers.





Wishing #Adele the very best of luck as she begins her world tour tonight in Belfast, in a custom @Burberry gown

A photo posted by Burberry (@burberry) on Feb 29, 2016 at 2:14pm PST

On social media, Burberry shared a sketch of the dress as well as a photo of the singer onstage in the completed dress.

In a brand statement, Mr. Bailey said, "It is a huge privilege to work with Adele. She is an incredible artist who I admire enormously for her approach to life, her sense of fun, her innate style and her massively powerful and moving voice and performance."

In addition to the tour, Adele wore Burberry on the cover of Vogue magazine's March 2016 issue. The cover story focuses on her new album and her upcoming tour.

Burberry's brand image is partially built on its relationship to the music industry.

The label was the first brand to launch a dedicated channel on Apple Music.

Music is an important element for Burberry, with the brand often streaming or hosting live performances within its stores and casting musicians in advertising campaigns. Now the brand will add another layer to its musical offerings with the creation of the Burberry Channel, found within the "Curators" section of Apple Music ([see story](#)).