

APPAREL AND ACCESSORIES

Burberry sends cease and desist letter to rapper

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Burberry's iconic trench coat

By STAFF REPORTS

British fashion house Burberry has filed a lawsuit against a rapper for the use of its intellectual property.

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The brand has sent a cease and desist letter to a rapper, who goes by Burberry Perry, requesting he forgo using the Burberry name, logo and font to market himself on social media. Protecting positioning is important for luxury brands who strive on status and sense of place within the overall luxury ecosystem.

What's in a name?

Burberry considers the improper use of its name and iconography a serious offense. As a luxury house, the protection of its intellectual property is "vital for the health of its business and to safeguard its customers."

The rapper had been using Burberry's signature plaid print and horsemen logo as cover art for his debut album. According to the lawsuit, Burberry Perry continued to use Burberry's intellectual property even after the cease and desist letter was sent.



Burberry's signature plaid

Burberry Perry had originally not taken Burberry's displeasure seriously. When news of the lawsuit broke, he shared a picture of tabloid TMZ's article with a caption reading "EL OH EL," meaning "laugh out loud," with a laughing emoji.

The rapper has since changed his name to TheGoodPerry.

Interestingly, Kering-owned Italian brand Gucci has not actively sought legal action against rapper Gucci Mane.

Due to the association of luxury brands with affluence, labels are often mentioned in rap lyrics.

Luxury brands that are endorsed by being mentioned in lyrics of popular songs likely see more brand awareness among younger consumers and may see an increase in purchases due to star influence.

A number of brands such as Michael Kors, Tom Ford, Versace, Richard Mille, Maybach, Mercedes-Benz and others have been mentioned in hip-hop, rap, pop and rock songs that have topped the charts. By being mentioned in these lyrics, musicians are giving an organic endorsement of a brand that may encourage consumers to buy certain brands instead of others ([see story](#)).