

ARTS AND ENTERTAINMENT

## Burberry boxes up Elton John hits in exclusive collection

October 26, 2016



*Burberry's Elton John vinyl box set*

By STAFF REPORTS

British fashion label Burberry is reaffirming its affinity for music by retailing a limited-edition box set of Elton John records.

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Furthering its relationship with the British singer-songwriter, Burberry has designed a box to house six of the musician's classic albums. With the collector's item exclusive to Burberry, this gives the brand an opportunity to link with the recording artist to celebrate his decades-spanning career.

### Audio anthology

Each box in Burberry's limited-edition run of 800 sets is individually numbered in gold glitter, with Sir Elton John's signature embossed in gold. The vinyl albums contained inside were remastered by engineer Bob Ludwig, with the 12-inch records cut at Abbey Road Studios.

Included are his self-titled debut from 1970 and his first live album "17-11-70," which was recorded in front of an audience at New York's A&R Studios and became a Billboard Top 100 album when it was released in 1971.



*Elton John box set from Burberry*

Others include "Madman Across the Water," "Captain Fantastic and the Brown Dirt Cowboy," "Too Low for Zero" and "Songs From the West Coast." Covering three decades of work, these records represent key milestones in his career and some of the singer's favorite albums.

The set will be available for purchase from November at Burberry.com, as well as its stores in Asia, Europe, Canada and the United States.

Sir Elton and Burberry have an existing relationship, with the singer appearing in Burberry's most recent holiday campaign inspired by Billy Elliot.

Both parties are also strong supporters of up-and-coming talent. Sir Elton runs a management company Rocket Music and hosts a Beats 1 show "The Rocket Hour," while Burberry spotlights emerging performers through its Burberry Acoustic platforms and its marketing campaigns.

"I'm really thrilled to see these albums reintroduced in such stylish form," Sir Elton said in a brand statement. "Choosing these six wasn't easy; however I think they are a very good representation of my catalogue between 1970 and 2001.

"It's been a pleasure as always to work with Burberry and in particular Christopher Bailey a dear friend," he said. "Producing these albums was a real labor of love for everyone involved."



*Poster for Burberry's Elton John collection; iconicimages.net / Terry O'Neill*

Burberry keeps music central to its positioning and marketing efforts. Reflecting this approach, it 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](#)).

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