

APPAREL AND ACCESSORIES

Burberry honors British craftsmanship via in-store programs

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Thomas's at Burberry's Regent Street flagship

By STAFF REPORTS

British fashion house Burberry is continuing its commitment to craft by extending its collaborative efforts with The New Craftsman to its all-day cafe, Thomas's.

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Burberry began its partnership with The New Craftsmen in September for the opening of Makers House in London's Soho neighborhood, and the space also doubled as a venue for its runway show during London Fashion Week. Based in Mayfair, The New Craftsmen is a concept shop and advocate of British crafts, working with local craftsman from around the British Isles to showcase their works.

Getting crafty

In the week following its September presentation, Burberry booked an exhibition at Makers House to pay homage to the craftsmanship of its designs. The exhibition was in partnership with The New Craftsmen, who organized stations and displays of craftsmanship and inspiration ([see story](#)).

As a continuation of the relationship, Burberry and The New Craftsmen have come together to revamp Thomas's, the fashion brand's all-day cafe located within its flagship at 121 Regent Street.



Thomas's at Burberry's Regent Street flagship

The collaboration included the redecorating of Thomas's interior. The cafe has been updated with new fixtures, products and spaces.

In addition to the decor updates, Thomas's will be the space used for craftsmanship demonstrations and displays. A weekly events calendar has also been produced to highlight British craft and products.

For example, Thomas's will display embroidered linen napkins, hand-knitted Christmas stockings, tassels and personalized wrapping paper.

Throughout November and December, Thomas's will also introduce weekly menus that will be changed according to season. The cafe will also host a series of culinary takeovers led by renowned British chefs.



Tassels on display by The New Craftsmen

Elsewhere in Burberry's Regent Street flagship the brand's dedication to craftsmanship continues through spaces reserved for personalization. Featured crafts through the end of the year include monographs, scarf calligraphy, hand painted leather and customizable holiday wreaths.

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