

APPAREL AND ACCESSORIES

Burberry places coed collection on Love magazine's alternative covers

February 6, 2017



Sienna Miller, who wears Burberry February 2017 (left) and Mia Autumn Grace (right) for Love magazine #17

By STAFF REPORTS

British fashion house Burberry worked with Cond Nast-owned Love magazine to give consumers a preview of its February 2017 collection.

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Love magazine, edited by Katie Grand, is an imagination-driven title covering fashion, art and design. Published biannually, Love magazine #17 arrived on newsstands Feb. 6 and features eight covers, a majority of which were photographed by model Kendall Jenner.

Love is in the air

Love magazine #17 is the publication's spring/summer 2017 edition and titled The Fan Issue. The eight alternative covers were photographed by Ms. Jenner in the Mojave desert.

Ms. Jenner photographed emerging and known talents such as actresses Sienna Miller, an ambassador of Burberry, Hailee Steinfeld, model Kaia Gerber, baseball star Mo'ne Davis, filmmaker Isold Halldorudottir and artist Christina Vincent, among others.

The "unknowns" in the issue are the result of a casting call held by Love magazine that saw more than 100,000 entries. Ms. Grand and her team then narrowed down the selection to 25 names.



Arianna Hicks wears Burberry February 2017 on the cover of Love magazine #17

For five of the eight covers, those pictured wear looks from Burberry's February 2017 collection, which was inspired by Henry Moore, a British artist and sculptor. Pieces seen on the covers include lace dresses, heritage trench coats and a tailored men's jacket.

Burberry February 2017 is the brand's second seasonless collection ([see story](#)).

Ms. Grand previewed the Burberry collection prior to its upcoming London Fashion Week presentation slotted for Feb. 20. Speaking to WWD, Ms. Grand said that she was "blown away by how cool [the collection] was and how perfect it was for Love, especially with Panos [Yiapanis] styling, as he loves a bit of romance. Christopher [Bailey] has just been the dream."

As for Ms. Grand, she is on the short list to replace Alexandra Shulman as editor of British Vogue. Ms. Shulman announced she would be leaving the publication in late January ([see story](#)).

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