

APPAREL AND ACCESSORIES

Burberry brings couture runway creations to US

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Burberry's February 2017 runway show

By STAFF REPORTS

British fashion house Burberry is putting its craftsmanship on display in a traveling exhibit opening in New York and Los Angeles this month.

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"The Cape Reimagined" originally launched alongside the label's February fashion show at the brand's companion Makers House. The exhibition now on the road features a selection of custom capes, which consumers can purchase via special order, allowing them to take home a piece of the project.

Cape crusade

For its latest runway collection, Burberry was inspired by British sculptor Henry Moore, whose namesake foundation partnered with the fashion house for a temporary exhibit. Burberry's Makers House exhibit provided fans of Mr. Moore a rare opportunity to view his work and creative process that inspired chief creative/CEO Christopher Bailey's designs ([see story](#)).

Burberry decided to deconstruct the cape, which it sees as a form of protection. The 78 handmade capes that walked the runway feature sculptural elements, referencing Mr. Moore's work.



Burberry Makers House

Considered collector's items, the capes can be purchased individually by contacting the label's atelier. For a more accessible way to remember the project, Burberry has also published a book about the capes.

From April 4-10, a curated selection of capes will be on display at Moda Operandi's Madison Avenue store. Interested consumers can visit and order the capes by making an appointment.

A more public display will open later this month at Burberry's Rodeo Drive flagship in Los Angeles. Up from April 20-30, the exhibit will be accessible for free to visitors during store hours.

The Cape Reimagined is also visiting Paris, Seoul and Tokyo.

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