

NEWS BRIEFS

## Creative directors, brand launches, London real estate and Burberry – News briefs

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Burberry February 2017 collection. Image credit: Burberry, photo by John Olins

By STAFF REPORTS

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Where should fashion's cohort of free agent designers land? Business of Fashion pairs the industry's top creative talent with houses in need of a creative jolt.

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### [Walpole's secrets of success: How to launch a luxury brand](#)

"There's never been a better time to launch a British luxury brand," says Helen Brocklebank, the new CEO of Walpole, the membership organization that aims to promote, protect and develop this sector of UK industry worldwide, according to The Telegraph.

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### [The enduring appeal of Thomas Burberry's iconic check](#)

If post-irony is the buzzword for our time, nothing quite nails it like the return of the Burberry check. "I have never met her," Christopher Bailey admitted when I asked him about Danniella Westbrook, the most infamous Burberry check fan. In 2002, she was famously photographed wearing it head-to-toe with her toddler daughter in a matching buggy. "Should I?" he smiled, per British Vogue.

[Click here to read the entire article on British Vogue](#)

### [Global super-rich agreeing to rent luxury London homes without visiting](#)

Wealthy foreigners are prepared to shell out as much as 25,000, or \$32,000 at current rates, a week renting luxury

homes in London without bothering to set foot inside before opening their wallets, reports The Guardian.

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