

APPAREL AND ACCESSORIES

Burberry draws art and fashion together to launch illustrated accessories

November 17, 2017



Danny Sangra for Burberry. Image courtesy of Burberry

By STAFF REPORTS

British fashion label Burberry is taking its partnership with artist Danny Sangra to its stores.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Following collaborations on an augmented reality application and a social media art series, Mr. Sangra is now bringing his doodles to Burberry's boutiques, starting with its SoHo store in New York. Fashion and art are often in communication with each other, with each elevating the other ([see story](#)).

Accessory art

To promote the launch of Burberry's reversible Doodle tote bags, the brand is paying homage to the inspiration behind the designs. The Doodle line features illustrations such as the Union Jack or Burberry's logo.

Mr. Sangra live doodled illustrations on Burberry's Spring Street store windows on Nov. 16. Until Nov. 18, the artist will be available at the store to customize Doodle totes on the spot, adding touches such as his drawings and colloquialisms to create one-of-a-kind pieces.



Danny Sangra decorated Burberry's store windows. Image courtesy of Burberry

Consumers can also pick up limited-edition versions of the Doodle totes created in partnership with Mr. Sangra.



The Doodle tote by Danny Sangra for Burberry. Image courtesy of Burberry

Mr. Sangra will also travel to Burberry stores in Tokyo, Seoul, Beijing and London to help launch this line.

Earlier this year, the artist created "Now Then," an Instagram series featuring his artwork atop archival Burberry images.

Burberry's mobile application now includes an augmented reality feature. With AR, customers can view their homes or whatever room they are currently in through their phone's camera as the app decorates their surroundings in Burberry-inspired designs, including art by Mr. Sangra ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.