

APPAREL AND ACCESSORIES

Burberry turns brand ambassador Kris Wu into co-designer

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The Burberry x Kris Wu collection marks the brand's second creative collaboration with the artist. Image courtesy of Burberry

By STAFF REPORTS

British fashion label Burberry is translating its mutual admiration with Chinese Canadian musician Kris Wu into a design partnership.

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Building on its long-term relationship with the artist, Burberry is releasing a collaborative collection of pieces that reflect both Mr. Wu's personal style and the brand's aesthetic. With established perspectives on fashion and style, music artists have been popular design collaborators for brands.

Music meets design

Burberry x Kris Wu features 19 pieces at launch, with more being released in January. The collection includes everyday items such as sweatpants and hoodies with personal touches, such as prints or embroidery that mirror the singers' tattoos or lyrics.

There are also oversize T-shirts, leather baseball caps, a leather biker jacket and a rucksack reimagined by the recording artist.

"Kris is an incredibly inspiring artist who embraces and is authentically involved in all the creative worlds of music, acting and fashion," said Christopher Bailey, president and chief creative officer of Burberry, in a statement.

"Working with him has enabled us to push the traditional boundaries often associated with collaborations, and jump head first into a rich and truly mutual creative partnership," he said. "He is one of his generation's unique talents and it is a great privilege and pleasure to work with him."

To promote the collection, Burberry shot a series of images of the performer modeling looks in London.



Kris Wu modeling looks from the collection. Image courtesy of Burberry

Burberry x Kris Wu is retailing in select stores and Burberry's ecommerce site.

To mark the collaboration, Mr. Wu recorded a hip-hop track. Titled "B.M.," it recounts his experience of working with Burberry.

Kris Wu - B.M.(Official Music Video)

Prior to this collection, Burberry's partnership with Mr. Wu has included giving the singer his runway debut at a show in January 2016. The artist was named a brand ambassador in October 2016, and in November, he curated an edit of looks featuring his favorite pieces from the house.

I am happy to be continuing to partner with Burberry and on such a creative collaboration," Mr. Wu said in a statement. "It has been a special experience working with Christopher Bailey on this collection, which integrates my personal style into classic Burberry pieces.

"I was so inspired by the spirit, forward-thinking attitude and heritage of Burberry that I wrote and recorded a new hip-hop track called B.M.' which encapsulates my experience with the fashion house," he said.

Burberry is not alone in celebrating an existing musical relationship through collaboration.

Swiss jeweler Chopard was the latest luxury brand to align itself with Rihanna, tapping the pop star's aesthetic for co-designed collections.

For Rihanna Loves Chopard, the recording artist worked with Chopard's co-president and creative director Caroline Scheufele to develop two lines, including a high-jewelry range. With a highly individualistic personal style and a huge following, a number of luxury houses, including Manolo Blahnik and Dior, have worked with Rihanna in a design capacity ([see story](#)).

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