

APPAREL AND ACCESSORIES

Burberry links with Russian designer for streetwear-infused capsule

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Gosha x Burberry capsule shot by Gosha Rubchinskiy. Image courtesy of Burberry

By STAFF REPORTS

British fashion label Burberry is reimagining some of its signatures through a collaboration with designer, photographer and filmmaker Gosha Rubchinskiy.

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The co-designed Gosha x Burberry capsule builds on Burberry's previous work with Mr. Rubchinskiy on a photo project and exhibition of his work at the brand's "Here We Are" installation last September. This is Burberry's second streetwear-centric design partnership in a month, allowing the brand to modernize some of its classics and reach out to new audiences.

Heritage meets street style

After photographing friends and working for other designers, Mr. Rubchinskiy started his own label in 2008. Today, the label is carried in stores including Dover Street Market, Barneys New York and Opening Ceremony.

Burberry's collaboration with Gosha was previewed as part of the Russian label's spring/summer 2018 collection. It includes a celebration of Burberry's iconic check, with the print making an appearance on coats, tailored shorts and a hat made by milliner Stephen Jones.



Gosha x Burberry capsule shot by Gosha Rubchinskiy. Image courtesy of Burberry

Taking cues from streetwear, the collection also scales Burberry outerwear classics up. A trench coat in navy and khaki gabardine gets the oversize treatment, as do a car coat with a checked bib and a reversible Harrington jacket. Also included in the capsule are a bucket hat, baseball cap and duckbill hat featuring detachable ear flaps.

Available from Jan. 6, Gosha x Burberry will retail online and at select Burberry, Dover Street Market and Comme des Garçons stores.

Prior to the launch of this capsule, Mr. Rubchinskiy worked with Burberry on its Here We Are project. For the art exhibition, the photographer shot British youth wearing Burberry and displayed some of his other works for the first time ([see story](#)).



Gosha Rubchinskiy displayed his work at Burberry's exhibit at Old Sessions House. Image courtesy of Burberry

"Working with Christopher has been a great adventure," Mr. Rubchinskiy said in a statement. "Burberry has always symbolized the epitome of classic British style to me. Their timeless pieces are the perfect balance to our modern

streetwear creating a great mix.

"Our extended collaboration, from my spring/summer 2018 collection to Burberry's Here We Are' zine and exhibition, really embodies what I feel is British culture today, a mix of iconic pieces and youth."

While Burberry's chief creative officer Christopher Bailey is about to step down from his role, the designer is showing no signs of slowing down at the house.

In December, Burberry translated its mutual admiration with Chinese Canadian musician Kris Wu into a design partnership.

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 ([see story](#)).

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