

APPAREL AND ACCESSORIES

## Burberry retail revenue declines 2pc in Q3 2017

January 17, 2018



*Burberry photo series by Rosie Marks. Image credit: Burberry*

---

By STAFF REPORTS

British fashion house Burberry saw comparable store sales increase by 2 percent for the third quarter of 2017 ended Dec. 31, but retail revenues declined.

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

Although Burberry's Q3 2016 comparable store sales grew 3 percent, the brand feels it is on track for the next phase of its transformation process. In November 2017, Burberry set out on a multi-year plan to establish its position in luxury by reenergizing its products, communications and customer experience.

### Transformation track

By demographic, Burberry's comparable store sales in Asia-Pacific grew by a mid-single digit percentage. Mainland China performed similarly in Q3 2017.

The Americas grew by a low-single digit percentage. The United States revenue for Burberry was "broadly flat."

In EMEA, Burberry saw comparable store sales decline by a low single digit percentage. This was impacted strongly by the United Kingdom's comparatives.

But, Burberry's retail revenue for the three months leading to Dec. 31 declined 2 percent.

Despite this, during Q3 2017 Burberry saw its fashion offerings outperform other product segments. Consumers have responded positively to new products across Burberry's offerings.

The British heritage brand also benefited from returning top-spending consumers. This growth was aided by deeper, more personalized service.



*Gosha x Burberry shot by Gosha Rubchinskiy. Image credit: Burberry*

In digital, Burberry saw further growth in direct-to-consumer digital, led by Asia Pacific. Burberry has been actively piloting new enhanced digital sales associate tools as well as launching a global engagement campaign to better equip its employees.

"We are making good progress embedding our strategic vision into the organization and remain on track to meet our full year profit target," said Marco Gobetti, CEO of Burberry, in a statement.

"We are building on strong foundations and are fully focused on the successful delivery of our multi-year plan to position Burberry," he said.

Burberry leads the pack as far as luxury brands and retailers offering omnichannel shopping experiences.

According to a new report from Newstore, which went undercover at 140 luxury and lifestyle brands to gauge their omnichannel experiences, an alarming number of brands are missing basic omnichannel tools such as a shared shopping cart between online and in-store trips and personalized follow-up messages. Of the ones that did offer these kinds of tools, Burberry stood out as a brand that has created a next-level shopping experience that uses every channel ([see story](#)).