

APPAREL AND ACCESSORIES

Burberry catalogs Christopher Bailey's tenure in playlist form

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George Ezra performed at Burberry's "Burberry brings London to Shanghai" event. Image credit: Burberry

By STAFF REPORTS

Christopher Bailey is commemorating his time as chief creative officer of British fashion house Burberry with a soundtrack exclusive to Apple Music.

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Under Mr. Bailey's creative direction, Burberry has had a long-standing relationship with music. Since joining Burberry in 2001, Mr. Bailey has incorporated music into the core of the brand's retail experience, runway presentations, events and campaigns, as well as through support of musical talent.

"Having the support of Burberry has been amazing because it puts you into a different world," said singer/songwriter George Ezra in a statement. "It's not just music, it's a real combination of creativity.

"You're a component of something bigger and it's a lovely feeling to know you are a part of something like that," he said.

Chris' picks

To celebrate its relationship with music as Mr. Bailey's time at Burberry winds down ([see story](#)), the brand has created a dedicated playlist available on Apple Music. The playlist includes more than 200 songs that have defined memorable Burberry moments over the last 17 years.

Available only to subscribers of Apple Music, the playlist will allow listeners to experience and enjoy the sounds that have shaped the brand, while also recalling moments in their own lives that may coincide with the selected tracks.

Burberry's *17 Years of Soundtracks* includes tracks by [Elton John](#), The Clash, David Bowie, Pulp, Radiohead and countless others. The track choices span generations and musical genres, ensuring a song for every musical taste.

"Music has influenced me profoundly from a very young age and has always been an emotive companion in my life," Mr. Bailey, president and chief creative officer at Burberry, said in a statement. "This passion has resulted in me having a wide and varying taste in music with a particular love for British artists, both new and old.

"It is something I go back to constantly as a source of inspiration – from providing the soundscapes to our shows, to

live performances at our events, to recording music videos of the newest musicians at the very beginning of their careers.



Promotional image for Burberry x Apple Music's exclusive 17 Years of Soundtracks playlist. Image credit: Burberry

"17 Years of Soundtracks is the perfect way to celebrate the incredible roster of musicians that have helped shape my time at Burberry, be it directly through exclusive recordings, or through lending their songs as the backdrop to our experiences," Mr. Bailey said.

"This patchwork of tracks is a musical tribute to Burberry's past, present and future, which I hope will not only introduce new music to audiences, but also allow for some musical rediscovery."

Burberry's *17 Years of Soundtracks* is exclusive to [Apple Music](#).

During Mr. Bailey's nearly 20-year tenure at Burberry, the brand also had a close relationship with Apple itself.

In September 2017, for instance, Burberry worked with Apple's then-new augmented reality toolkit to create an application designed to cater to tech-savvy fashion lovers. Burberry was the first major luxury brand to make use of Apple's new ARkit feature ([see story](#)).

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