

APPAREL AND ACCESSORIES

## Burberry links with Farfetch to grow global ecommerce

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*Christopher Bailey is hanging up his Burberry hat. Image courtesy of Burberry*

By STAFF REPORTS

British fashion label Burberry is expanding its ecommerce distribution through a partnership with Farfetch.

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The new alliance will see Burberry technology integrated into Farfetch's API, allowing the brand's entire global inventory to be retailed via the marketplace. As ecommerce growth continues to outpace overall luxury sales, this collaboration will increase Burberry's online distribution to 150 countries.

"We are thrilled about our partnership with Farfetch," said Daniel Heaf, senior vice president of digital commerce and digital marketing at Burberry, in a statement. "Burberry has led the way in digital and this is a natural and significant evolution for us as we seek to reach a young fashion-conscious consumer."

"We want the digital expression of our brand to represent the very best in brand and product storytelling whether on our own platforms or through our partners, and Farfetch customers globally can now access the full Burberry offer."

### Buying Burberry

As part of the partnership, Burberry will have oversight of how its brand is presented on Farfetch, allowing it to maintain a consistent image.

To kick off the partnership, Burberry and Farfetch are presenting a "Show to Door" collection from the label's February 2018 runway. For 24 hours after the show, Farfetch will offer an around-the-clock delivery service in London for pieces, including reissued archival designs.

The runway show marks chief creative officer Christopher Bailer's final collection for Burberry.

On the runway for its February 2018 show, the brand will debut a new rainbow-hued version of its iconic check pattern, referencing the gay pride flag ([see story](#)).



*Burberry's Rainbow check. Image courtesy of Burberry*

Also available via Show to Door will be three tote bags exclusive to Farfetch.

"We're so pleased to welcome Burberry to Farfetch as a direct brand partner," said Giorgio Belloli, chief commercial officer at Farfetch. "Our customers around the world love the brand, and working together means we can make sure lovers of fashion can have access to the greatest selection of Burberry products wherever they are in the world."

Along with allowing Farfetch access to its worldwide inventory, Burberry's new technology will help its ecommerce partners. This format opens the door for more transparency of Burberry's inventory, as well as affording more flexibility within fulfillment.

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