

APPAREL AND ACCESSORIES

Vivienne Westwood works with Burberry in future collaboration

July 6, 2018



Burberry works with Vivienne Westwood. Image credit: Burberry

By STAFF REPORTS

British apparel labels Vivienne Westwood and Burberry are entering a partnership that emphasizes their heritage, but surprises some with its contrasting style.

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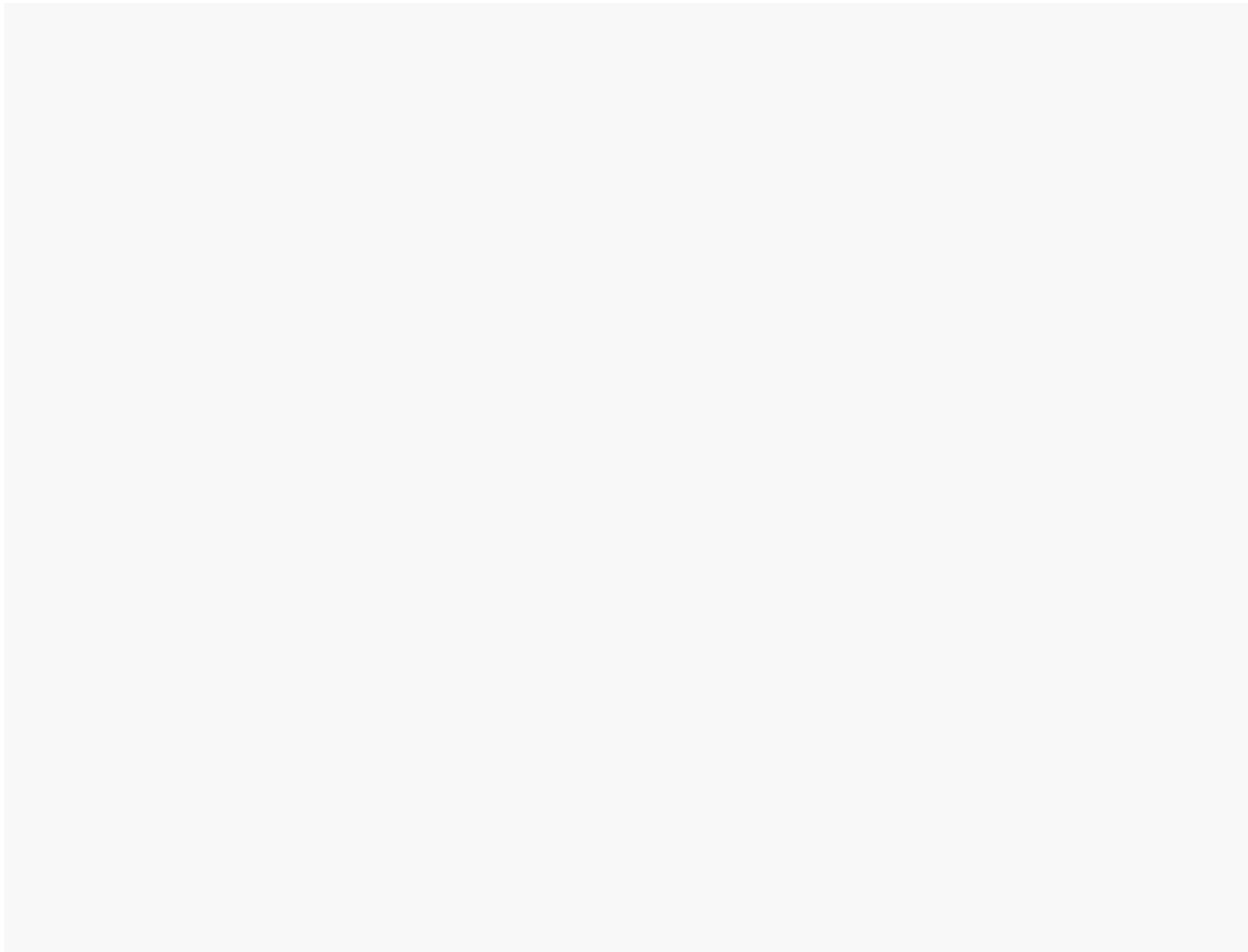
Vivienne Westwood, which leans more towards a punk rock style, is working with the comparably more traditional brand Burberry in a new collaboration. The collection comes from Burberry's new chief creative officer, Riccardo Tisci, and marks the designer's first collaboration for the brand.

Tisci x Westwood

Riccardo Tisci will show his first collection for Burberry during September's fashion week in London.

While fans are left in the dark about what the aesthetic of the collaborative line with Vivienne Westwood will be, the companies have stated it will debut in December 2018, following Mr. Tisci's debut.

It has been reported that the eponymous designer Vivienne Westwood's husband and collaborator, Andreas Kronthaler, will be working on the line with Mr. Tisci. He plans to focus on sustainability, donating a portion of proceeds to Cool Earth to save the rainforests.



Vivienne is the most unique champion of British style and has been a huge inspiration for so many of us. I am incredibly proud of what we will be creating together.!!! #viviennewestwood #andreaskronthaler #burberry

A post shared by Riccardo Tisci (@riccardotisci17) on Jul 6, 2018 at 4:26am PDT

Burberry's profits have grown significantly in the last year as the brand continues its re-energizing streak.

The brand reported a 4 percent increase in profits over the last 12 months, cementing its long period of growth. A slate of new leadership has led the brand to revitalize itself and expand its presence into new markets ([see story](#)).

"Vivienne Westwood was one of the first designers who made me dream to become a designer myself, and when I first started at Burberry, I knew it would be the perfect opportunity to approach her to do something," Mr. Tisci said in a statement.

"She is a rebel, a punk and unrivaled in her unique representation of British style, which has inspired so many of us," he said. "I am so incredibly proud of what we will be creating together."

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