

APPAREL AND ACCESSORIES

## Burberry continues to revolutionize its business with new drop schedule

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*Burberry's sees new profits at a time of change for the British brand. Image credit: Burberry*

By STAFF REPORTS

British fashion house Burberry's strategy is continuing to evolve with a new product cycle, thanks to its new chief creative officer.

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Riccardo Tisci is introducing a new capsule drop schedule, that will see a series of instant drops throughout the year, according to a report from Women's Wear Daily. Specifics of the new strategy are not yet clear, but are part of a larger strategic plan for Burberry that caters to a see-now buy-now mindset that was introduced by its CEO earlier this year.

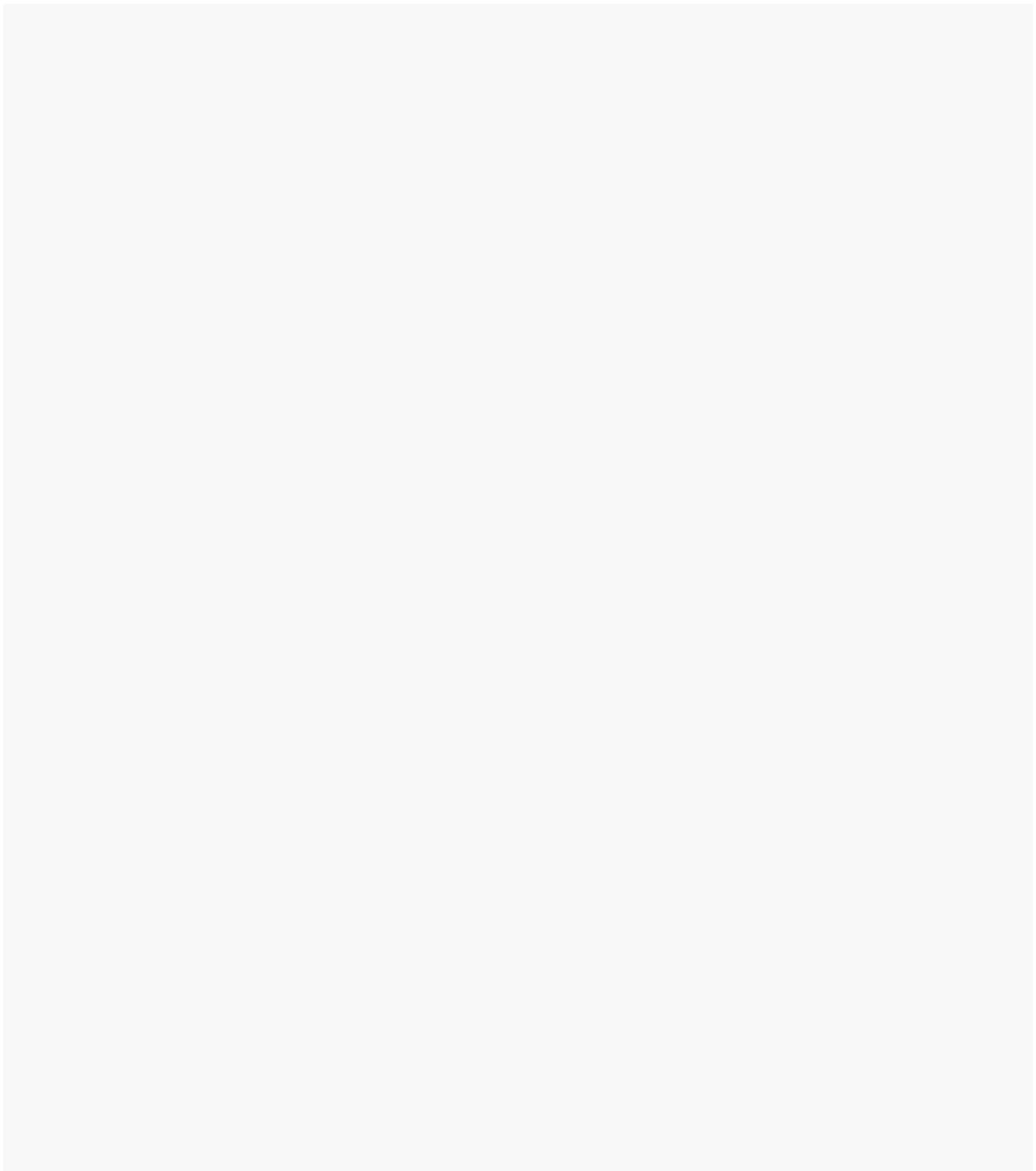
### New strategy

Coinciding with Mr. Tisci's runway debut, Burberry will drop a limited-edition capsule collection, says WWD. However, when exactly it will be released, before or after its September runway show, is not yet known.

The collection will be followed by a series of similar drops to keep consumers interested, on an almost monthly basis.

Collaborations, limited-editions, seasonal and capsule collections will be continually worked on and released from the brand.

"The aim is to keep the delivery cycle fluid and creatively led and speak to the consumer via product, communications and experiences. The moves were confirmed by Burberry, although the company did not provide details," said the report from WWD.



#GoshaRubchinskiyXBurberry . A limited-edition capsule featuring oversized duffle coats, check flannel shirts, a reconstructed trench coat and scarves, loafers and bucket hats . Available online and in selected stores

A post shared by Burberry (@burberry) on Jul 10, 2018 at 5:09am PDT

It was also just announced that British apparel label Vivienne Westwood and Burberry are entering a partnership that emphasizes the brands' heritage, but surprises some with its contrasting style.

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 ([see story](#)).