

APPAREL AND ACCESSORIES

Burberry shares new logo after more than 20 years

August 2, 2018



Burberry unveils a new monogram. Image credit: Burberry

By STAFF REPORTS

British fashion house Burberry is turning heads in the luxury world by unveiling a new logo and monogram after decades of its iconic emblem.

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

The new designs were unveiled on social media Aug. 2 after teases leading up to the reveal. Burberry shared letters and behind-the-scenes memos of discussions regarding the monogram and logo before showing it off itself.

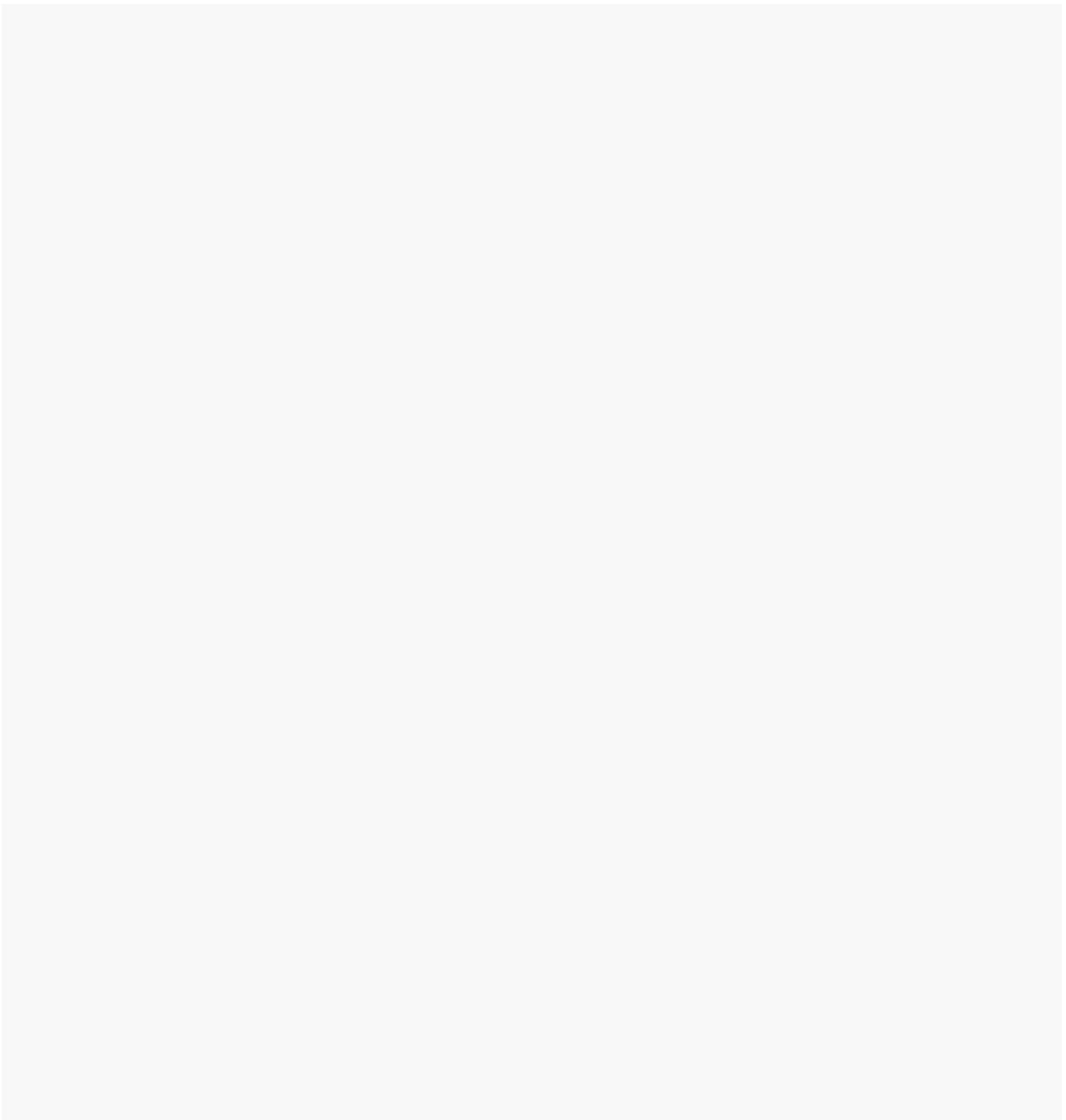
Design unveiling

Burberry's new monogram features orange, brown and white with lines intersecting through various letter T's and B's. The T and B designations are for the brand's founder Thomas Burberry.

Internal memos showing chief creative officer Riccardo Tisci talking with Peter Saville, the art director behind the new design, were aired on Instagram.

One letter from March shows Mr. Saville calling the creative officer crazy for requesting a four-week deadline to design the new logo, as a project such as this would normally take four months.

Another from April discusses looking at old patterns for inspiration, and a final email from May shows the designs were complete.



The #Burberry Logo August 2018 . Peter is one of our generation's greatest design geniuses. I'm so happy to have collaborated together to reimagine the new visual language for the house.' #RiccardoTisci

A post shared by Burberry (@burberry) on Aug 2, 2018 at 4:00am PDT

The new logo, also unveiled on Aug. 2, features softer lettering with more rounded edges, but still reading, "Burberry London England."

Prior to the logo unveiling, the British fashion house announced that it has seen growth in the first quarter of this year supported by an improved retail performance and increased sales around the world.

The British brand cites pop-up shops in Beijing and Dubai as well as partnerships with Farfetch as key to its success for the quarter that ended June 30. Burberry's highly diversified offerings and digital savvy should serve as an example for luxury brands looking for similar growth ([see story](#)).