

APPAREL AND ACCESSORIES

## Burberry halts destroying unsold goods for sustainability push

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*Burberry ends the practice of destroying unsold goods. Image credit: Burberry*

By STAFF REPORTS

British fashion label Burberry has announced it will stop the practice of destroying unsold goods as part of its five-year responsibility plan.

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The label, along with many others, has caught backlash for burning and destroying unsold products to prevent them from being resold at cheaper prices and diminishing its brand image ([see story](#)). In addition to stopping this practice, it will also prohibit the use of real fur in its designs, as consumers become more sustainably conscious.

Environmentally conscious

Instead of burning and destroying old goods, Burberry will now focus on reusing, repairing, donating or recycling these products. The company states that it already does this, but will expand these initiatives.

"Modern luxury means being socially and environmentally responsible," said Marco Gobbetti, CEO of Burberry, in a statement. "This belief is core to us at Burberry and key to our long-term success.

"We are committed to applying the same creativity to all parts of Burberry as we do to our products," he said.



*Burberry's Riccardo Tisci will present his first collection this September without fur. Image credit: Burberry*

The 2022 plan is made of three goals, including driving positive change through all of Burberry's products, becoming carbon neutral, revaluing waste and positively impacting 1 million people.

Recently, the British fashion house turned heads in the luxury world by unveiling a new logo and monogram after decades of its iconic emblem.

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 ([see story](#)).

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