

APPAREL AND ACCESSORIES

## Burberry drops limited-edition products via 24-hour social launch

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*Burberry 24-hour product releases. Image credit: Burberry*

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By STAFF REPORTS

British fashion label Burberry is sharing limited-editions from its momentous collection via 24-hour product releases.

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As part of Riccardo Tisci's first collection for the brand, special pieces will be available for a limited 24 hours from a series of releases. Making it more innovative, for the first time the label has created a bespoke digital selling experience in which products will be available through social media.

### Limited editions

On Monday, Sept. 17 at 5:30 p.m. GMT, special designs will launch on Burberry's official Instagram and WeChat accounts.

The limited-edition will be available directly after the label's show in London, which will be Mr. Tisci's first with Burberry.

In addition to the digital launch, its flagship store in London will also carry some of the limited-edition pieces.

The store will also be transformed on Sept. 15 with themed rooms that represent the past and future of Burberry.



*Burberry's redesigned flagship. Image credit: Burberry*

Until October of this year, an installation will act as the centerpiece of the newly redesigned store, named "Sisyphus Reclined." The piece is a three-floor scaffold with immersive elements, commissioned by British artist Graham Hudson.

Burberry also just announced it will stop the practice of destroying unsold goods as part of its five-year responsibility plan.

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. In addition to stopping this practice, it will also prohibit the use of real fur in its designs, as consumers become more sustainably conscious ([see story](#)).

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