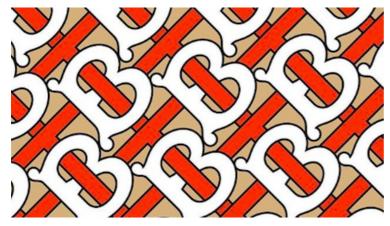


The News and Intelligence You Need on Luxury

APPAREL AND ACCESSORIES

Burberry adopts drop trend in monthly series

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Burberry unveils a new monogram. Image credit: Burberry

By STAFF REPORTS

British fashion house Burberry is the latest luxury label to embrace the streetwear-inspired drop product release format with the debut of monthly collections.



The first collection for Burberry's B Series will drop on Oct. 17 through a 24-hour social media sale. As consumers constantly seek out newness, luxury brands are finding ways to deliver products outside of the traditional seasons.

Dropping in

Burberry's B Series will kick off with a collection featuring a monogram made of the initials "TB," referencing Thomas Burberry.

This pattern was created by graphic designer and art director Peter Saville, who was also behind Burberry's new logo (see story).

Prior to the official B Series release, celebrities including Rihanna, The Weeknd and Lily James have been seen wearing apparel with the monogram. The B Series collection features a unisex white T-shirt and a sweatshirt with the logo in red.

From midnight on Oct. 17, the first B Series collection will be available solely through WeChat, Instagram, Line and Kakao.



Instagram







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irinashayk @riccardotisci17 is not only a great creator of unforgettable fashion moments, he is a creator of family moments. The funniest, coolest person who'll bring u into his family.. lately with his sisters and mum, and make u feel at home.. and make u eat pasta too lol ... love u @riccardotisci17! Thanks for taking chances with me and making me a part of your archives/memory.. oh and sorry for stealing your shoes from backstage & u forever #love #family @burberry

Irina Shayk and Riccardo Tisci wearing the Burberry monogram. Image courtesy of Burberry

Following the first B Series, Burberry will be releasing new collections every month on the 17.

Burberry previously took to social media for a short-term sale. The brand shared limited-editions from its momentous collection via 24-hour product releases.

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 (see story).

As the luxury business looks to drive sales in an increasingly competitive retail environment, it is turning to a streetwear-style tactic to create consistent newness.

A growing number of luxury labels and retailers have been adopting the drop retail format, opting for a series of limited-edition releases per year rather than the traditional seasonal store arrivals (see story).