

APPAREL AND ACCESSORIES

## Burberry adopts drop trend in monthly series

October 15, 2018



*Burberry unveils a new monogram. Image credit: Burberry*

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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.

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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.



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](#)).