

APPAREL AND ACCESSORIES

Burberry signifies China importance with Shanghai as venue for fall-winter show

January 17, 2020



China is key to Burberry's growth plans for 2020, with new collections and a hybrid social retail store serving as test-tube for other markets. Image credit: Burberry

By STAFF REPORTS

Riccardo Tisci will take his first Burberry show to China as the British fashion brand doubles down on plans to push for more revenue from Chinese operations.

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

The fall-winter collection 2020 will be presented April 23 in Shanghai for both menswear and womenswear. The show will include new looks designed exclusively for the event and sale in China.

"My first years at Burberry were focused on establishing and defining my new identity for the house, Mr. Tisci said in a statement. "Now we are ready to take this vision outside of London in new and exciting ways.

"Doing a show in China is a first for me," he said. "It's a country that has always been so supportive of me and the moment will be a culmination of everything the teams and I have been working towards since I first started.

"It will be a celebration of our collections and our new attitude in one of the most innovative and inspiring cities in the world."

Mr. Tisci is **Burberry's** chief creative officer.

Upping collections from market

China is a key focus for Burberry this year.

The London-based company started the year with a Lunar New Year campaign and limited-edition capsule complemented by a new online game honoring the Chinese Year of the Rat ([see story](#)).

Later in the year Burberry will unveil its new social retail store in Shenzhen Bay as part of an exclusive deal with Chinese tech company Tencent. The store will blend social media and retail ([see story](#)).

Among its peers, Burberry has always been a frontrunner in tapping technology for retail and marketing.



The Burberry B series lasted 24 hours starting noon London time on Jan. 17 with 140 pairs of Burberry sleeves available only on Instagram. Image credit: Burberry

For example, the company introduced a new set of Burberry sleeves with a preview of its runway watercolor print that was created by hand in its London studio and debuted on the spring-summer 2020 runway.

Available on Instagram, shoppers on Jan. 17 will be able to buy only 140 pairs worldwide from noon GMT (7 a.m. Eastern Time, New York) for 24 hours. The line is called the **B Series**.

"Over the next 12 months, we will be focusing our communications on the highest visibility touch points to deepen the emotional connection we are building with luxury consumers," said Marco Gobbetti, CEO of Burberry, in a statement.

"We want to continually inspire our customers," he said. "The show is the latest in a series of exciting events we have planned this year in China, one of our most important markets, as we set out on the next phase of our transformation."