

APPAREL AND ACCESSORIES

Burberry introduces sustainability labeling for most products, starting with newly issued ReBurberry Edit

April 22, 2020



Looks from the ReBurberry Edit, a culling of 26 styles from British fashion label Burberry's spring/summer 2020 collection. Image courtesy of Burberry

By LUXURY DAILY NEWS SERVICE

Burberry, in line with its sustainability initiatives, is debuting a curated edit of 26 styles from the British fashion label's spring/summer 2020 collection.

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Part of the ReBurberry Edit collection, the products are made from the latest sustainable materials used across all SKUs. The launch also runs alongside Burberry's worldwide rollout of sustainability labeling across all main product categories to inform shoppers of the brand's green and social credentials.

"At the half-way point of our Responsibility Strategy to 2022, we remain dedicated to delivering tangible progress against our social and environmental targets, and our holistic, product-focused sustainability programs are central to this," said Pam Batty, vice president of corporate social responsibility at Burberry, London, in a statement.

"By inviting customers to learn more about the sustainable credentials of our products through our labeling program, we are helping them to better understand our initiatives and the breadth of the ambition of our Responsibility Agenda," she said.



Look from the ReBurberry Edit selection of spring/summer 2020 styles from Burberry. Image courtesy of Burberry

Green print

The pistachio-colored sustainability labels will inform customers how the Burberry product meets a range of externally assured stringent criteria.

Named "positive attributes," these criteria include the amount of organic content or recycled natural fibers used in materials, delivery against carbon emissions standards at production facilities, or social initiatives such as workers being paid the living wage or supported through well-being programs, Burberry said.

Two-thirds of Burberry products currently bear more than one positive attribute, with a goal for all products in two years.



Each product in the **ReBurberry Edit**, along with others across menswear and womenswear ready-to-wear, softs and hard accessories have the pistachio labels.

The ReBurberry Edit includes a range of eyewear crafted from bio-based acetate made under license by Italy's Luxottica and trench coats, parkas, capes and accessories created from Econyl, which is a recycled nylon made from regenerated fishing nets, fabric scraps and industrial plastic.

The Burberry parkas and capes are also made at facilities associated with energy and water reduction, textile recycling and chemical management programs, while a selection of bags are associated with the use of renewable energy, the company pointed out.

Per Burberry, additional outerwear pieces in the Edit are made using a new nylon that has been developed from renewable resources such as castor oil, and a polyester yarn made from recycled plastic bottles.

IN A MAJOR move, the process of integrating positive attributes into all of Burberry's products means sustainable sourcing and design principles are embedded throughout the business. This is now a shared priority for all Burberry product teams.

"We strongly believe that driving positive change through all of our products at every stage of the value chain is crucial to building a more sustainable future for our whole industry," Ms. Batty said.

The **#ReBurberry** Edit

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We're building on our history of innovation to create positive change

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Discover outerwear essentials updated in ECONYL - a recycled nylon made from regenerated fishing nets, fabric scraps and other nylon waste

<https://t.co/wMyl71tvmA> pic.twitter.com/ib0qxLz12w

Burberry (@Burberry) **April 22, 2020**