

APPAREL AND ACCESSORIES

UK's Burberry to return to physical fashion show for spring/summer 2021 collection

June 22, 2020



Irina Shayk modeling looks from the Burberry autumn/winter 2020 collection. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry will present its spring/summer 2021 collection in a live physical setting as marketers struggle to return to a normal catwalk schedule with the ongoing COVID-19 coronavirus threat.

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To be held Sept. 17 in an outdoor setting in the United Kingdom, the "Burberry In Nature" show will be streamed live digitally for all consumers to watch worldwide. Burberry was among the first luxury brands to stream its fashion shows live in the past decade.

"As humans, we have always had a deep affinity to nature," said Burberry chief creative officer Riccardo Tisci in a statement. "We have had to respect and rely upon its power for our very existence, whilst marveling and reveling in its extraordinary beauty.

"Especially recently, we have all yearned to reconnect again and for this show, I wanted to celebrate these feelings by bringing our community together in a creative experience that takes place within the beautiful, natural landscape of Britain," he said.

The London-based brand has recently been relying heavily on founder Thomas Burberry for inspiration, citing the outdoor apparel roots of the brand.

In keeping with the previous two presentations, the September show will be certified carbon neutral as Burberry works to reduce the event's environmental impact.

The brand said any remaining emissions will be offset through Burberry's Regeneration Fund.



Reece Nelson modeling looks from the Burberry autumn winter 2020 collection. Image credit: Burberry

The drop

Burberry caught the after-effects of the COVID-19 lockdowns at the tail end of its fiscal year 2020, reporting a 3 percent drop in revenue to \$3.21 billion.

The reported operating profit drop was steeper at 57 percent to \$230.3 million for the fiscal year ended March 28. Like its peers, Burberry has had to shut most of its retail stores worldwide, relying on digital sales to carry the load ([see story](#)).

"Prior to COVID-19, we were delivering strong momentum across our brand and product, with sales ahead of our expectations," said Burberry CEO Marco Gobbetti in a statement from London at the time.

"Since then, the global health emergency has had a profound impact on the world, our industry and Burberry, but I am very proud of the way we have responded," he said.

"We have taken swift action to mitigate the financial impact on our business, while prioritizing the safety and wellbeing of our teams and customers.

"We have a strong balance sheet and liquidity, with space for investment when markets recover.

"We have found new ways to strengthen our connection with consumers, drawing on our digital leadership.

"We have also mobilized our resources in support of the relief efforts. It will take time to heal, but we are encouraged by our strong rebound in some parts of Asia and are well prepared to navigate through this period.

"Now, more than ever, our strategy to secure our position in luxury fashion is key. I would like to thank our teams for their dedication and leadership during these challenging times."



The "Burberry In Nature" spring/summer 2021 show will be set in the British outdoors. Image courtesy of Burberry

Digital focus with retail redesign

Like its peers, Burberry is strengthening its digital marketing and ecommerce operations.

The company claims it recorded double-digit growth in global digital demand in April and May this year compared to the year-ago period, despite the lockdowns in Europe, Middle East, Africa, Asia Pacific and the Americas.

The rebound in Asia has been particularly encouraging. Year-to-date sales in mainland China and South Korea are ahead of the previous year and show an improving trend, according to Burberry.

There were other encouraging signs on the brand front.

New product now accounts for nearly 85 percent of Burberry's mainline store assortment, with comparable sales in the mid-single-digits in the first nine months of the last fiscal year.

The company redesigned 64 stores to its new creative vision under creative chief Mr. Tisci, including new flagship in Tokyo.

Equally important, Burberry completed the transition of its U.S. wholesale to luxury fashion.

The brand is also developing its digital chops via innovations such as games and social drops.

Finally, the dedicated Lunar New Year campaign for the China market drove reach and engagement, leading to double-digit year-on-year growth in followers and engagement on Instagram and WeChat.

The making of Burberry's signature trench coat

More leather

Burberry said it is not in a position to provide specific guidance for fiscal year 2021, starting March 29 through next year.

The company stated that at this stage as it is challenging to predict the course of the COVID-19 coronavirus pandemic and the longer-lasting economic consequences.

However, that has not prevented the company from continuing with its pivot within the overall fashion business.

"Our strategy to establish ourselves in luxury fashion, with a greater emphasis on leather and accessories, means we are positioning Burberry towards the more resilient and fastest-growing segments of the luxury market," the company said in a statement at the time.

"Over the last two years we have successfully established a foundational platform from which to leverage the Burberry brand over the coming years.

"This includes a new, desirable product assortment, better aligned distribution channels and improved brand perception.

"In light of the current environment, our strategy to secure our position in luxury is key."

[Please click here to download the PDF of Burberry's fiscal year 2020 annual results](#)

Burberry in Nature

An immersive show experience set in the British outdoors

17 September

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