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## Burberry forecasts positive growth for 2021

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*Burberry stands out as a benchmark for ecommerce. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is expecting to surpass market profit and revenue forecasts after strong sales in December.

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In an unscheduled trading update released ahead of its March 27 financial year end, the company announced that its comparable store retail sales are expected to be 28 to 32 percent higher year-over-year. Since December, the brand has seen a strong rebound and feels confident that revenue will be ahead of consensus expectations.

On the incline

For the full year, Burberry expects group revenue to decline by 10 to 11 percent and the adjusted operating margin is expected to be in the 15.5 to 16.5 percent range.



*By November 11, over 138,000 visitors experienced Burberry's new social retail store, according to numbers from the brand's Mini-Program. Image credit: Burberry*

Since January, company shares have increased around 10 percent. It was trading up 8.3 percent at 21.49 pounds, or about \$29.88 at current exchange.

According to a January report, the brand experienced strong sales growth in mainland China during its third quarter

of its fiscal year, both in-store and online, as it continued to face challenges amid the COVID-19 pandemic.

Long-term store closures brought on by the pandemic, as well as planned reductions in markdowns, contributed to a decline in retail comparable store sales for Burberry's quarter ended Dec. 26. Digital full-price sales were up more than 50 percent, a promising sign for Burberry's strategic objectives ([see story](#)).

The brand's preliminary FY2021 results will be released on May 13.

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