

APPAREL AND ACCESSORIES

Burberry offers exclusive designs for Chinese mobile game

March 24, 2021



Honor of Kings character Yao in a new skin developed exclusively by Burberry. Image courtesy of Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is developing two exclusive designs for a popular mobile game's heroine in its latest gamification push.

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

This is the first collaboration with a luxury brand for Honor of Kings, a Chinese mobile game developed and run by Tencent-owned TiMi Studios. Burberry has designed two skins for the game's heroine, Yao, that reflect Burberry's continued consideration of the relationship between humans and nature.

"I am excited to see how technology has found a way to build and nurture the core human needs of personal and emotional connections," said Riccardo Tisci, chief creative officer at Burberry, in a statement. "Honor of Kings has created an incredible digital world where we can find a new way to dream with our Burberry community.

"The power of creativity is that it can open spaces and push boundaries, and I am so excited to have designed exclusive skins that will bring Burberry house codes into this immersive universe," he said.

Kings in nature

The collaboration builds on Burberry's strong relationship with Chinese technology giant Tencent. TiMi Studios, a subsidiary of Tencent Games, develops and runs Honor of Kings.

The British fashion label's affinity for nature links itself in an easy harmony with Yao, a character that is said to embody the spirit of nature and can take the form of a deer, which is also an expression of the Burberry animal kingdom house code.

The exclusive Burberry skins will be available to purchase for all Honor of Kings players

The two exclusive skins are inspired by Burberry house codes with special reinterpretations by Mr. Tisci, with references to the House check, the trench coat and the Thomas Burberry monogram.

The "Spirit of Nature" skin is a homage to Burberry hallmarks, with Yao wearing a classic cotton gabardine off the shoulder trench coat in Burberry beige and House check with a cropped top, shorts and thigh-high boots.

Burberry used one of its runway looks from the house's spring/summer 2021 collection "In Bloom" to co-create the "Spirit of the Forest and Ocean" skin for Yao. The "In Bloom" creation was inspired by thoughts of regeneration and reconnection with nature.

The exclusive Burberry skins will be available to purchase for all Honor of Kings players in mainland China and will then remain part of the players' permanent collection. No release date has been announced.

"The story of the heroine Yao represents Honor of Kings' eastern reflections on the symbiotic relationship between humans and nature, which also coincides harmoniously with Burberry's exploration of that relationship," said Colin Yao, vice president of Tencent and president of TiMi Studios, in a statement. "Looking forward, we hope our co-created works can bring more users surprise and delight."

The collaboration with Honor of Kings is yet another example of Burberry's focus on interactive games.

Last year, the brand created an online video game to promote its summer looks called B Surf that lets players ride a wave through the monogram world of Burberry. Consumers could choose to race against the clock for prizes or play in challenge mode against a friend ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.