

APPAREL AND ACCESSORIES

Burberry's comparable store sales grow 32pc in Q4 2021

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Full-price sales grew by 63 percent in the fourth quarter, driven by performance in China, Korea and the United States. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is looking to begin a new chapter of growth and acceleration after a strong fourth quarter to end fiscal year 2021.

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Recovery from the COVID-19 pandemic accelerated throughout the year, with stores sales in the fourth quarter of 2021 increasing by 32 percent year-over-year, down only 5 percent from the fourth quarter of 2019 despite an average of 16 percent of stores being closed. Full-price sales grew by 63 percent in Q4, driven by performance in China, Korea and the United States.

"In the last three years we have transformed our business and built a new Burberry, anchored firmly in luxury," said Marco Gobetti, CEO of Burberry, in a statement. "We have revitalized our brand image, renewed our product offer and elevated our customer experience while making further progress on our ambitious social and environmental agenda.

"In spite of COVID-19, we achieved our objectives for the period and delivered a strong set of results in FY21, ending the year with good full-price sales growth," he said. "In this next chapter, supported by these foundations and the strength of our teams, we will accelerate our growth and deliver value creation while continuing to build a more inclusive and sustainable future."

Looking to the future

Revenue for the full year decreased by 10 percent at constant exchange rates, citing store closures and reduced tourism as the main causes. Burberry saw strong recovery in the second half of the year with an increase of 8 percent at constant exchange rates.

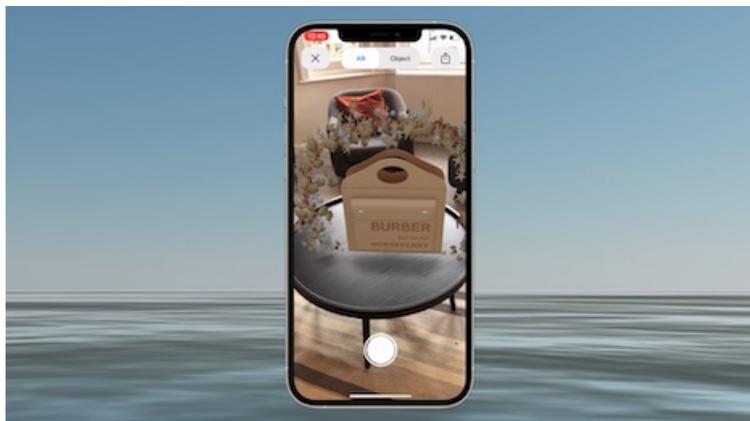
For the fiscal year 2021, full-price comparable store sales increased by 7 percent, growing throughout the year due to growth in strategic categories, increasing brand strength and attracting new and younger consumers and local customer traction with innovative selling formats during lockdowns.

Burberry worked to leverage its digital presence and opened its social retail store in Shenzhen Bay, leading to

double digit comparable sales growth across all regions.

Although the COVID-19 pandemic impacted retail severely, Burberry relied on its strong foundations and quick adaptations. The brand drove performance through new product launches, a stronger digital presence and rebuilding attitude, leading to double-digit growth across the Americas, Korea and China.

Building off technology strides, Burberry recently introduced a new augmented reality experience inspired by the ocean themes of its spring/summer 2021 campaign.



Shoppers can see the new Pocket Bags at scale in their surroundings. Image credit: Burberry

With the Burberry mobile application, consumers can virtually view the new Pocket bag in their own surroundings and design their own seashell sculptures to frame the handbags. The AR feature allows users to replicate the in-store experience on their mobile devices, while building consumer engagement ([see story](#)).

Burberry is aiming to start a new chapter, continuing its growth and commitment to the future. The British label plans to continue investing in its sustainability and social goals by becoming carbon neutral by 2022.

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