

APPAREL AND ACCESSORIES

Burberry sees \$3.3B in FY21 revenue

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In spite of COVID-19, Burberry completed the objectives it set for the period. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry has reported only a 10 percent decrease in revenue for its fiscal year ending March 27, 2021, mostly due to store closures and reduced tourism caused by the COVID-19 pandemic.

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Despite a 15 and 35 percent revenue in the Americas and EMEIA, respectively, Burberry saw strong recovery in the second half of the year with an overall increase of 8 percent ([see story](#)) and a 16 percent increase in revenue in Asia Pacific region. The brand's dividend per share increased by 376 percent year-over-year, from 11.3 in 2020 to 43.5 in 2021 the same as in FY19.

"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 renewed all touch points, focusing on social-first and video-led content and creating unexpected, authentic and culturally relevant experiences.

"We have elevated our position in every market, amplifying our visibility through influencers and key opinion leaders, and increasing our share of editorial coverage in impactful titles."

Building a better future

As a purposeful, values-driven brand, Burberry is committed to being a force for good in the world by championing diversity, equity and inclusion and prioritizing the wellbeing of its people. The brand wants to continue supporting its communities, particularly younger generations, providing them with the skills, confidence and opportunities they need to succeed.

Burberry stated it wants to build a more sustainable future for luxury by reducing its environmental impacts and helping transform the fashion industry.



Moving forward, Burberry is focused on delivering high-quality, sustainable growth. Image credit: Burberry

During the past year, the company rolled out a new global diversity and inclusion strategy and policy; launched a global corporate parental leave policy; maintained its position in the Financial Times Stock Exchange 100 Index (FTSE 100) for women in leadership for three consecutive years and partnered with the Business Disability Forum, Investing in Ethnicity, the Stonewall Diversity Champions Program and The Valuable 500.

In terms of community, Burberry manufactured and donated PPE to medical and care professionals during the COVID-19 pandemic, contributed vaccine development and distribution through donations to the University of Oxford's emergency vaccine research and UNICEF's COVID-19 Vaccines Appeal.

Expanding on its commitment toward fostering youth development, Burberry partnered with English professional soccer player Marcus Rashford MBE and charities supporting youth organizations in the U.K., U.S. and Asia ([see story](#)).

Environmentally, the fashion brand reduced its market-based emissions by 92 percent since 2016, now sources 93 percent of its electricity from renewable sources, reduced its scope 1 and 2 emissions by 84 percent compared to FY16/17 and reduced its scope 3 emissions from purchased goods and services by nearly 8,700 tons.

In April 2020, Burberry launched the ReBurberry Edit, a selection of pieces from the spring/summer 2020 collection crafted from sustainable materials ([see story](#)). With its ReBurberry Fabric program in partnership with the British Fashion Council, the brand donated more than 7,000 meters of leftover fabrics to fashion students across 33 schools.

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