

APPAREL AND ACCESSORIES

## Burberry expands charitable cycling partnership for Tour of Britain

September 13, 2021



*The Burberry logo and iconic Thomas Burberry Monogram is featured on Team Qhubeka NextHash's cycling jerseys as well as tour bicycles and vehicles. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is continuing its partnership with UCI cycling team Team Qhubeka NextHash, just in time for the Tour of Britain 2021.

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

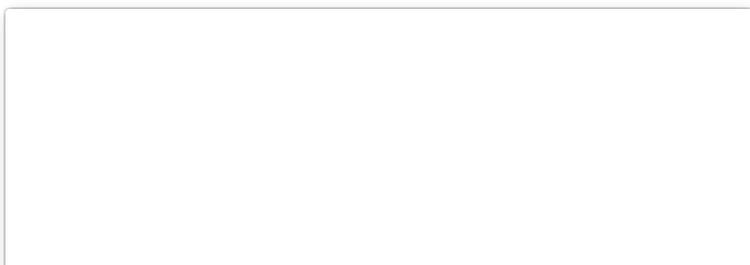
The team, which competes to raise awareness and funds for the nonprofit Qhubeka, began its collaboration with Burberry in June, with the label serving as the first luxury fashion brand to partner with a Tour de France team. A partnership built on shared ethos of pushing boundaries and exploring new spaces, the Burberry logo and iconic Thomas Burberry Monogram is featured on Team Qhubeka NextHash's cycling jerseys as well as tour bicycles and vehicles.

Riding in style and purpose

**Qhubeka** is a nonprofit that donates bicycles as part of the World Bicycle Relief charity program in South Africa.

Team Qhubeka NextHash is a multicultural team with bases in South Africa, the Netherlands and Italy, with 19 nationalities represented across its WorldTour and Continental feeder team rosters.

Burberry is also making a donation in support of Qhubeka's efforts, which help students travel to school, healthcare workers access more patients and first responders transport life-saving equipment to those in need. Qhubeka's main objective revolves around the spirit of Ubuntu, a celebration of the humanity within all people, and connecting with the world at large.



[View this post on Instagram](#)

A post shared by Team Qhubeka NextHash (@qhubekaassos)

Both Burberry and Team Qhubeka NextHash are excitedly looking forward to continuing their partnership and reflecting their shared values in celebrating exploration and pushing boundaries.

For the Tour of Britain 2021, Burberry will be supporting the team through Stage Five in the North West and Stage Seven alongside the Scottish Borders and will host a series of pop-up elements throughout the race.

Several brands, including Burberry, are constantly exploring partnerships with athletic and artistic ambassadors, hoping to reach new and diverse audiences.

London-based media platform GAFFER is connecting brands with the United Kingdom's most prominent and marketable athletes in an effort to bring authenticity to younger consumers.

GAFFER collaborated with Burberry to celebrate the label's launch of the Burberry autumn/winter 2020 outwear collection while highlighting the rise of Birmingham, England-based rapper Millionz. The platform connected the parties and handled all production ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

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