

APPAREL AND ACCESSORIES

Burberry encourages literacy, imagination in young girls

March 8, 2022



Aviator pioneers Betty Kirby-Green (left) and Mildred Bruce (right). Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is reaffirming its commitment to literacy programs as part of its International Women's Day celebrations.

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Burberry is partnering with the National Literacy Trust to provide bespoke literature to select schools. The **project** aims to encourage girls to expand their literary horizons.

Inspiration for women

Burberry's donation to the National Literacy Trust, a United Kingdom-based organization, includes literature selected from a curated International Women's Day booklist.

Thirty British primary schools will receive books about girls' empowerment written by female authors, as well as stickers, notebooks, bookmarks and pencils. The participating schools are part of the Marcus Rashford school library project.

Last fall, Burberry expanded its charitable partnership with the famous footballer with a focus on literacy.

Thank you to our partner **@Burberry** who is celebrating **#InternationalWomensDay** with us! They are sending books about girls' empowerment as well as stickers, notebooks, bookmarks and pencils to 30 primary schools across the country to mark this important day.

pic.twitter.com/IymgiZnanM

Literacy Trust (@Literacy_Trust) **March 8, 2022**

Burberry and the National Literacy Trust began their partnership last year

The latest partnership supports organizations in the U.K., including the National Literacy Trust, committed to helping

disadvantaged children develop their literacy skills. Burberry provided funding that supports a transformation of library spaces in 10 schools most in need across Manchester, Yorkshire and London, positively impacting the lives of more than 3,500 children ([see story](#)).

"Through the power of imagination, we want to enable girls of a young age to envision a future where they can be anything they want," Burberry said in a statement.

The brand is also highlighting female pioneers as part of its IWD efforts on March 8.

This includes Betty Kirby-Green, an aviator who flew from Croydon, England to Cape Town in a plane named "The Burberry." Mildred Bruce, the first woman to fly solo around the world, is also praised.

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