

APPAREL AND ACCESSORIES

Burberry, Supreme launch collaborative collection

March 9, 2022



Irina Shayk and Sage Elsesser model pieces from the new collection. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry has teamed up with New York-based streetwear and lifestyle brand Supreme to drop an exclusive collaborative collection.

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

To model pieces from the collection in the campaign announcement, Burberry and Supreme tapped supermodel Irina Shayk and American skateboarder and record producer Sage Elsesser. Dropping March 10, the collection will be available through Supreme and in select stores in London, Paris, New York and Los Angeles.

Streetstyle in luxury

The collection includes a trench coat, down puffer jacket, denim trucker jacket, rugby, hooded sweatshirt, jeans, denim shorts, T-shirt, crusher, 6-panel and a skateboard.

[View this post on Instagram](#)

A post shared by Burberry (@burberry)

It also includes a leather track jacket, leather track pants and a silk pajama set, available exclusively at Burberry on March 10 in the U.S., U.K. and Europe and March 12 globally.

Supreme has increasingly expanded its footprint on the luxury industry, as streetwear grows as a product category.

In November 2021, Italian fashion label Missoni partnered with streetwear brand Supreme on a collection of bomber jackets, hoodies and bucket hats adorned with the fashion house's signature knit pattern ([see story](#)).

LVMH-owned jeweler Tiffany & Co tapped Supreme for a collaboration last year, as well, which united the style of the two brands, with Tiffany's classic "return to" plea engraved on the pivotal heart pendant right above Supreme's recognizable box logo ([see story](#)).

© 2022 Napean LLC. All rights reserved.

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