

APPAREL AND ACCESSORIES

Burberry honors British heritage, biodiversity ahead of Platinum Jubilee

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Burberry is going green for its Platinum Jubilee celebrations. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is celebrating Queen Elizabeth II with special activations.

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Burberry is an official platinum partner of The Queen's Platinum Jubilee Pageant this June, which celebrates her 70-year reign. The brand's multiple efforts all honor its British heritage and the queen herself.

Celebrating Her Majesty

In a display of creativity and sustainability, Burberry has partnered with Historic Royal Palaces to support Superbloom, an immersive floral display that will surround the Tower of London.

The brand is contributing two original outdoor installations as part of its Superbloom sponsorship, including a floating meadow in the image of the Burberry logo. The zero-waste installation is made of more than 5,000 plants and is a commentary on the importance of biodiversity, including natural grasslands and marshes.

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A post shared by Burberry (@burberry)

The floating meadow is a zero-waste project

Burberry also partnered with digital artist Jon Emmony to create an art wall at the entrance of Superbloom at the Tower of London. The installation celebrates the animals and pollinators found in the British woodlands.

The brand also collaborated with younger artists after it hosted a workshop at Leeds' Armley Park Primary School earlier this year. Students were tasked with creating artwork and messages for the queen, which are now on display at more than 80 bus stops in Westminster.

Finally, Burberry created a commemorative scarf in honor of the Platinum Jubilee. The silk square scarf features hand-illustrated motifs inspired by the British woodlands.

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Burberry's commemorative Platinum Jubilee scarf celebrates British woodlands

The scarf is now available online and in select stores, and will be displayed in London boutiques during the Jubilee celebrations. Burberry also donated to the Woodland Trust's efforts in the U.K. in another show of support for biodiversity.

British department store Fortnum & Mason is also paying homage to the monarchy with a limited-edition collection celebrating 70 years of Queen Elizabeth II's reign. The collection, which ranges from commemorative tea sets and baskets to baked goods and jams, takes inspiration from the monarch's tenure and features an exclusive crown design ([see story](#)).

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