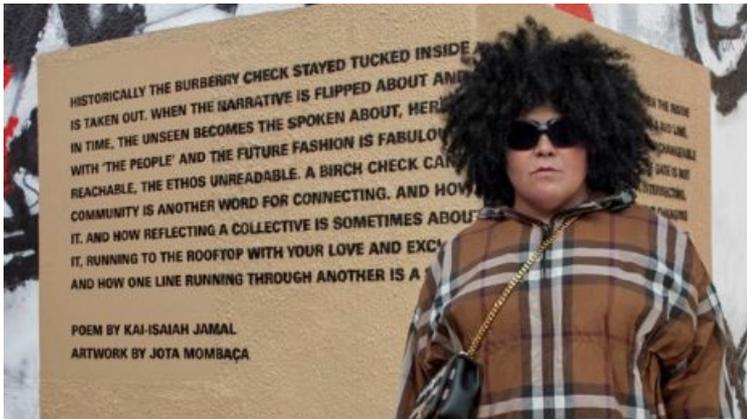


APPAREL AND ACCESSORIES

Burberry commemorates Pride with artistic programming

June 28, 2022



Burberry and Dazed commissioned a large-scale mural by artist Jota Mombaa and an original poem authored by performance poet Kai-Isaiah Jamal. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry teamed with its media partner Dazed in hosting a three-day celebration in honor of Pride month.

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The three-day celebration consisted of a takeover of a building on Whitby Street in the U.K. capital, hosting workshops, panels and performances from some of London's creative leaders. Additional events included a movement therapy workshop, mentorship sessions and more.

We believe diversity fuels creativity," said Geoffrey Williams, vice president of diversity, equity and inclusion at **Burberry**, in a statement. "During Pride month and beyond, we are committed to continued support for the LGBTQ+ community and our long-standing charity partners Stonewall and akt, as well as celebrating the power of creativity through our partnership with Dazed.

"The work these charities are doing is crucial to helping LGBTQ+ young people across the U.K. secure vital resources for a better future."

Pride programming

Some of the events featured at the celebration included a talk by PRIM, an organization that spotlights literature penned by underrepresented voices from the Black LGBTQ+ community; a movement therapy workshop from trans and talent agency WIMP that encouraged moving with confidence; and mentorship sessions from Burberry and Dazed teams that offered advice on how to thrive in the creative industry.

Burberry and Dazed also commissioned a large-scale mural by artist Jota Mombaa and an original poem authored by performance poet, trans visibility campaigner and model Kai-Isaiah Jamal, both displayed on the side of the building on Whitby Street. Both the mural and poem symbolize the themes of community and interconnectedness woven throughout Pride month.



The canvas and poem are displayed on the side of a building on Whitby Street. Image credit: Burberry

Burberry also pledged to make donations to charities selected by the artist and poet which support LGBTQ+ communities, in conjunction with the label's continuing support for charity partners Stonewall and Albert Kennedy Trust (akt).

Several brands and retailers have introduced events or campaigns to illustrate what pride means to them and others.

Canadian department store chain Holt Renfrew is reminding consumers that pride is for all with a new short film.

Entitled "Pride 2022 A Seat at the Table," the vignette spotlights New Ho Queen, a queer Asian collective that works to carve space and maintain representation for Asian people in the LGBTQ community, fashioning looks available at the department store. Partially narrated by writer Joy Xiang, the vignette highlights the importance of the inclusion aspect of the pride movement, spotlighting those working to make sure every person knows there is space for them to belong ([see story](#)).

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