

EDUCATION

## Burberry pushes for gender parity with new esports partnership

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*Burberry has teamed up with esports leader Gen.G to launch an educational content series on inclusivity in gaming. Image courtesy of Burberry*

By AMIRAH KEATON

British fashion house Burberry is making its first foray into the world of esports with a purpose-driven partnership.

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Led by a goal to champion women and foster inclusivity in gaming, the luxury label has teamed up with global esports organization Gen.G on the launch of a four-part educational content series. The Burberry x Gen.G initiative, which features gaming industry influencers in conversation with Burberry team members, builds on a shared commitment to empower underrepresented communities.

"A focus of Web 3.0 is community, collaboration and the opportunity to create a better world together," said Clare Tattersall, founder and CEO at ThunderLily and founder of [Digital Fashion Week](#), New York.

"Burberry's vision to address inclusion and promote change in any industry is, of course, a good one," she said. "By opening up a conversation about women and the game industry, there are multiple touch points where Burberry can bring value to the topic, while also enriching the conversation around the future of digital fashion."

Ms. Tattersall is not affiliated with Burberry but agreed to comment as an industry expert.

### Innovation meets inclusivity

With hopes for a revolution at the forefront, Burberry x Gen.G is placing a spotlight on issues such as toxic online environments, stereotyping and underrepresentation with this new series.

Entrepreneur and content creator Emily Ghoul hosts Burberry x Gen.G, presented as part of the global esports organization's "NetWORK: Inspire" program. The series' first episode launches July 28 with releases every two weeks thereafter and can be viewed on Burberry's website, TikTok, YouTube, and livestreaming platform, Twitch.



*Entrepreneur and content creator Emily Ghoul hosts Burberry x Gen.G. Image courtesy of Burberry*

According to a 2020 Forbes survey "almost half of all gamers are women, however, the vast majority of executive positions in the gaming industry are held by men." The partnership aims to address this disparity, instilling a culture of inclusion into the larger gaming ecosystem and replacing the harmful "play to win" attitudes that disregard important issues.

"We are so proud to partner with Gen.G and to support the next generation of women within gaming to go beyond," said Rachel Waller, global vice president of channel innovation at Burberry, in a statement.

"Through our programming and scholarship, we hope to equip young leaders with the skills they need to succeed and achieve their aspirations," she said.

Programming spans culturally relevant topic areas: influencer Krysta "Krystalogy" Eason, entrepreneur Eunice Chen and Burberry's vice president of brand protection Melissa Roth Mendez uplift the women driving change in the gaming industry in an episode titled "My Platform is My Power", while content creator Jessica Kim, streamer Stephanie Poetri and Burberry Senior CAD Manager Lucy Goodyear explore the use of creativity as a force for good in "The I in Imagination."



*Burberry's vice president of brand protection Melissa Roth Mendez points to her sources of inspiration, as part of a discussion about women driving change. Image courtesy of Burberry*

"I do think that there is a movement towards a vision for a better way to live and interact," Ms. Tattersall said.

"As more of our lives have been driven online in the past few years, we can clearly see an inclination to be more inclusive," she said. "There is still a very long road ahead, but any progress is good process and we need leaders and visionaries to help shed a light on what is possible."

The heritage house's partnership comes at a time of increased support for the adoption of virtual technologies within luxury, as core Web3 tools like the Metaverse and NFTs provide brands with the opportunity to build new worlds, release exclusive digital content and create fully immersive customer experiences.

"How we customize ourselves in the virtual world is as relevant as how we customize and dress ourselves in the real world," she said. "To not recognize this and to not see the opportunities for growth and change would be very short-sighted."

#### Future of Fashion

With this partnership and donation announcement, Burberry continues a charitable streak, enacting detailed systems

of support for the next generation.

In partnership with the British Fashion Council (BFC), the house recently donated to the ReBurberry Fabric program, which gives fashion students leftover fabrics, ultimately preventing waste ([see story](#)).

Esports aside, the brand is also no stranger to the strategic use of virtual platforms.

Earlier this month, Burberry partnered with online gaming platform Roblox in the release of its first virtual Lola bag. The release featured five virtual designs with disparate colorways, each available for just 24 hours ([see story](#)).

"It is exciting to see how Burberry is not just focusing on sales or gimmicks, but cultivating relationships and building stronger human connections," Ms. Tattersall said.

"At the end of the day, that is the real value that technology can bring us."

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