

Daniel Lee takes the reins as head of creative at Burberry

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The former Bottega Veneta creative director will transition into Burberry's chief creative officer role starting Monday. Image credit: Kering

By AMIRAH KEATON

British fashion house Burberry has announced the appointment of English fashion designer Daniel Lee to the creative helm of the brand.

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Following the departure of Burberry's CFO and COO earlier this year, and less than 48 hours after current creative director Ricardo Tisci's London Fashion Week showing, news of the shift at Burberry marks the end of his five year tenure at the fashion firm. Mr. Lee is credited for plucking Italian luxury label Bottega Veneta out of obscurity during his stay from 2018 to 2021.

"I am honored to join Burberry as Chief Creative Officer," said Mr. Lee, chief creative officer at Burberry, in a statement.

"I am very excited to be returning to London, a city that champions pioneering creativity and that continues to inspire me."

SUBHEAD 1

Based out of the brand's London headquarters, Burberry's newest employee will report to CEO Jonathan Akeroyd.

In his latest capacity, Mr. Lee will oversee all Burberry collections, with a debut collection presentation set for London Fashion Week in February 2023. A graduate of London's famed Central Saint Martins, the award-winning designer counts stints at Celine, Maison Margiela, Balenciaga and Donna Karan amongst his experiences.

The ascension comes with a diplomatic expression of appreciation for the foundation Mr. Lee's successor has built.

"Together with the team, we will write the exciting next chapter for this legendary British luxury brand, continuing its historic heritage and building on Riccardo's legacy," he said.

Attention towards the designer's decorum will be magnified, of course, considering Mr. Lee's rocky end at Bottega Veneta.

The alleged mutual departure caused quite stir (see story). Succeeded by current creative director Matthew Blazey, a longtime insider at the house, the ____'s collection debut this week (?) was met with much praise.

"I am delighted that Daniel is joining Burberry as our new chief creative officer," said Jonathan Akeroyd, CEO at Burberry, in a statement.

"Daniel is an exceptional talent with a unique understanding of today's luxury consumer and a strong record of commercial success, and his appointment reinforces the ambitions we have for Burberry," he said. "I am excited about working closely with him and I am confident he will have the impact we are aiming for in this next phase, supported by our talented and experienced teams."

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