

APPAREL AND ACCESSORIES

Burberry claims positive results from its Inspire arts education program

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Burberry Inspire was designed to encourage a cohort of students to discover the arts and uncover their creativity. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion brand Burberry has released the results of its four-year Burberry Inspire program, the goal of which was to encourage a cohort of students to discover the arts and uncover their creativity.

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Launched in 2018 under the Burberry Foundation, the program partnered schools in Yorkshire, United Kingdom and New York with local arts organizations.

"Burberry Inspire has been such a special project and an incredible opportunity to work with an amazing collective of partners, students, schools and organizations to bring creativity to young people," said Caroline Laurie, vice president of corporate responsibility for Burberry, in a statement.

Entrenched art

London-based **Burberry** focused on underserved communities in Yorkshire, where its famed trench coats are manufactured, and later New York to help students access and practice the arts.

Over the four-year period, more than 10,000 students in 15 schools participated in dance, theater, film and art activities in school.

Burberry Inspire partners in Yorkshire were the Northern Ballet, Leeds Playhouse, Leeds Young Film and The Hepworth Wakefield.

In New York, arts partners were The CUNY Creative Arts Team, American Ballet Theater, Reel Works and Studio in a School NYC.

At the end of the term, students and teachers were surveyed to determine the effectiveness of the program.

When the program was in-person prior to pandemic restrictions, students showed major improvements in confidence, leadership, focus and self-esteem, per Burberry.

Eighty-two percent of teachers reported that students' confidence had improved, 84 percent said the program had reinforced their creativity and a full 100 percent said students' ability to take risks and try new things had increased.

"The initiative was designed to be replicable and scalable and, we hope, with the help of these findings, that elements of Burberry Inspire will be introduced into school curriculums and benefit generations to come," Ms. Laurie said.

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