

MEDIA/PUBLISHING

Burberry book dresses British history in signature check

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Burberry's eponymously titled book comes dressed in the brand's most recognizable pattern. Image credit: Assouline

By LUXURY DAILY NEWS SERVICE

British fashion house **Burberry** has called on luxury publishing house Assouline to showcase its history in 252 pages.

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Titled simply *Burberry*, the book's 200 images and illustrations document the brand's 167-year journey from a single store in Basingstoke, England to an internationally-recognized brand.

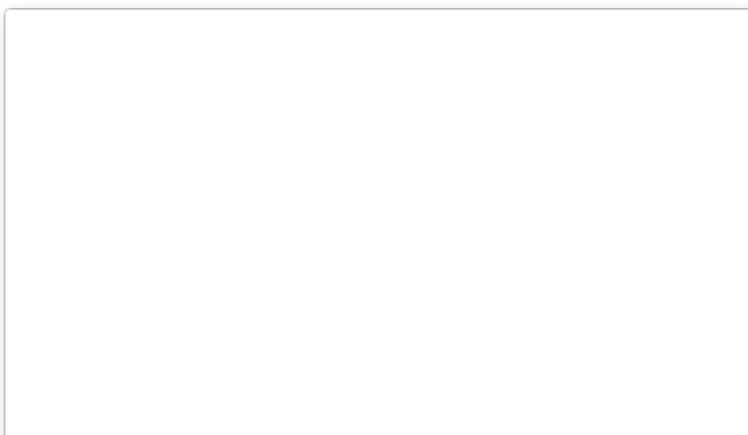
The book's text is provided by fashion journalist, author and critic Alexander Fury, with a foreword from Burberry brand curator Carly Eck.

Draped in history

The co-branded book is divided into five chapters, many of which showcase the role the brand played during crucial moments in history.

British explorer George Mallory wore Burberry during his 1924 attempt to climb Mount Everest, while the brand was commissioned to design raincoats for soldiers during the World War I.

The book also shows the origins of the brand's most famous designs and pieces.



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A post shared by Burberry (@burberry)

Bringing the label simultaneously into the present day and back to its British roots is newly appointed chief creative officer Daniel Lee, who made his debut with Burberry last month at London Fashion Week ([see story](#)).

Mr. Fury, who was the first chief fashion correspondent at *T: The New York Times Style Magazine*, now serves as fashion features director at *AnOther* Magazine and is men's critic at the *Financial Times*. In addition to *Burberry* by Burberry, he has written books on Dior, Chanel and Montblanc.

Burberry is part of Assouline's "Legends" collection, which includes titles dedicated to Este Lauder and Cartier.

The book will be available March 28 at Burberry and Assouline stores as well as online. It is available for pre-order on Assouline's [website](#) March 3. It sells for \$195.

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