

APPAREL AND ACCESSORIES

## Burberry debuts collaborative art installation in Leeds

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Made in Keighley at Burberry Mill, the collective textiles are known altogether as "The Gift." Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label **Burberry** is celebrating culture in the United Kingdom.

The brand is continuing to honor all corners of its home country, selecting one of the nation's most expansive cities and sourcing inspiration for a new project from its landscape, history and communities. Working with British artist Keith Khan, Burberry is unveiling a bespoke textile series created for each of the wards in Leeds, England, ahead of a major regional festival.

"We are hugely grateful to Burberry for its work on this project and the ongoing support for our year of culture," said Kully Thiarai, creative director and CEO of **Leeds 2023**, in a statement.

"To work with a global luxury brand, with a strong history and heritage in West Yorkshire, has been an absolute delight," Ms. Thiarai said. "Burberry has been the perfect partner to bring to life the textile artworks that Keith has created for each of the 33 wards of Leeds.

"And I am so thrilled that now the people of Leeds have a bespoke artistic design unique to their ward, crafted by a world-renowned company."

### Urban fabric

Burberry's contribution arrives in the midst of Leeds 2023, a year-long culture fest comprised of events involving everything from "dance to design, poetry to pop and sculpture to sport," according to the nonprofit operation.

Made in Keighley at Burberry Mill, the collective textiles are known altogether as "The Gift." The public display centers motifs designed by Mr. Khan that depict elements of each of Leeds's 33 wards.

"It was such an honor to have these pieces woven on the Burberry jacquard looms, with the incredible support and professionalism of the Burberry team," said Mr. Khan, in a statement.



*The bespoke textiles are physical reflections of what it is like to live and play in each of the 33 wards in Leeds. Image credit: Burberry*

"The designs were complex, but the result is a series of fine textiles," he said. "It is only with these textiles that we see the geographic size of the wards reflected, and they have also been worn, touched and used with relevance in every single one of the wards."

"We cannot underestimate the importance of a gift for perpetuity to be displayed in every ward from an outstanding luxury brand with a base in Leeds."

In addition to commissioning the artworks, the label also donated custom versions of a jacquard fabric featuring all 33 motifs to local designers, creatives and Leeds Arts University students, who then converted the material into garments that were showcased at various festival events this summer.

The Leeds Corn Exchange, a shopping center based in the city, placed both the clothing items and Mr. Khan's original works in an exhibition entitled "A City Without Seams" in September.

Items will find a permanent home throughout respective neighborhood wards next month for local showcasing.



*"The Gift" motifs were turned into various fashion pieces that are now also on display in Leeds. Image credit: Burberry*

"It has been such a privilege to be a part of Leeds 2023 and to celebrate not only our connection to the region, but also the rich industrial heritage of Yorkshire through the work of our incredible team at the Burberry Mill," said Rob Blomfield, vice president of business services in Leeds at Burberry, in a statement.

"We hope that the textile artworks we've created with Keith Khan will not only be cherished by our generation, but also passed down and beloved as a symbol of the community by many generations to come."

Burberry has often turned to the landscapes and cities of its home nation, whether by placing the countryside at the heart of its campaigns or by engaging with consumers on the streets of London ([see story](#)).