

APPAREL AND ACCESSORIES

# Burberry speaks to modern Britons through heritage, sustainability

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The brand is diving into the many facets of modern Britishness. Image credit: Burberry

By EMILY IRIS DEGN

British fashion label Burberry is having a busy month.

The house has revealed several collections, campaigns, pop-ups and ambassador announcements over the last few weeks. From its summer 2024 release celebrating Britishness to its new ReBurberry creations, the brand is diving into heritage and sustainability throughout every launch.

## Burberry Classics

Wardrobe foundations and environmentally friendly fashion are key to one of the new collections.

Burberry Classics features a selection of sustainable staples. Each adorned with the label's famed motifs, such as plaid and the Equestrian Knight logo, the styles fall under the freshest phase of the ReBurberry program.

The initiative covers packaging, services and products.



The heritage element of plaid is added to the modern notion of sustainability via the circular items. Image credit: Burberry

Focusing on certified and responsible sourcing, the house is attempting to slash its environmental footprint through innovation. According to Burberry, 70 percent of the drop is comprised of organic materials, and 50 percent of it is recycled.

Meanwhile, the customer packaging is minimal and plastic-free.

Inclusive of tailoring, layers, jersey and house codes, the looks represent core closet essentials.

Cut on the bias, the Burberry Check is reimagined in sand and lichen hues. The shades have been seen in past offerings, as the colors can be found in nature throughout the company's home isles ([see story](#)).



*Creative director Daniel Lee's debut collection in winter 2023 likewise featured this latest drop's color palette and U.K.-style signatures. Image credit: Burberry*

Little touches such as this are set to do well when it comes to capturing consumers' attention, as luxury shoppers are increasingly showing a preference for names that boost heritage ([see story](#)), tell rich stories ([see story](#)) and go green ([see story](#)).

The Burberry Check is printed on yarn-dyed nylon jackets, coordinated bottoms, swimwear, cotton twill shirt dresses and tailored cotton poplin shirts.

The Equestrian Knight Design, another calling card of the label, is embroidered and applied to lightweight nylon jackets, cotton jersey hoodies, t-shirts, jogging pants and cotton piqu polo shirts.

These are all donned by British models Iris Law and Quinn Kirwan in visuals newly published by Burberry. Shot in London by Georgian photographer Davit Giorgadze, the campaign is staged in front of white, clean backgrounds the aesthetic compliments the nature of the essentialist collection.



*From the clothing itself to the way it is packaged, the collection keeps sustainability in mind. Image credit: Burberry*

Available in-store and [online](#), pieces from Burberry Classics are designed to last, with repair, refresh and upcycling services available to consumers. Rental and resale options further extend the lifetime of the products ([see story](#)).

"With the launch of Burberry Classics, we are bringing the full ReBurberry program of products, plastic-free packaging and circular services to life across our brand and digital experiences," said Giorgio Belloli, chief digital, customer and innovation officer at Burberry, in a statement.

"In doing so, we are encouraging our customers to make more informed choices and helping them enjoy their Burberry pieces for longer," Mr. Belloli said. "This is just the beginning and I'm excited for what's to come for ReBurberry in the world of modern British luxury."

## Burberry Summer 2024

Brought to life by creative director Daniel Lee, the Burberry Summer 2024 collection expresses lightness, Britishness and sensuality.



*Jamaica used to be part of the Commonwealth, making it a fitting place to touch on modern Britishness. Image credit: Burberry*

Shot in Jamaica by London-based photographer Tyrone Lebon, a string of portraits showcases the seasonal clothing. Picturing models lounging against backdrops of sparkling turquoise waters and jade palms, the campaign tells a story of outdoor living.

Like the Burberry Classics line, favorite icons are found throughout, such as the knight clip, shield and "B" buckles. In an ode to the warm months in the United Kingdom, English garden blooms and summer fruits are printed and embroidered on some of the products.

Also, in true British fashion, trench coats are rethought for the season, now utilizing airy gabardine.

New Horn and Swan bags are presented as well amidst the return of signatures, such as the Snip.



*The setting serves as another character in the campaign visuals. Image credit: Burberry*

These are modeled by a diverse cast of talents: Abi Gail Lloyd, Chey Carty, Damany Gayle, Drucillah Campbell, Finley Prentice, India Rawsthorn, Jaden, Kai Newman, Karen Elson, Malachi Sule, Mayowa Nicholas, Oisin Murphy, Peng Chang, Sang Woo Kim, Selah Mchail, Sheldon Shepherd, Sister Nancy and Taylor Gordon Bruce.

Together, the stars embody the contemporary U.K. identity, sporting jewelry, totes and apparel on-site in Jamaica, a former member of the British Commonwealth.

"Shooting our summer campaign in Jamaica was an obvious choice as we celebrate the rich culture and influences that make up Britishness today," said Mr. Lee, in a statement.

"My youth in Northern England and adulthood in London has been surrounded by creativity and diversity our biggest pride in modern Britain."



*The Summer 2024 collection appeals to the brand's diverse customer footprint. Image credit: Burberry*

Live now on the [Burberry site](#), the launch comes on the heels of the house welcoming Irish actor Barry Keoghan to the family as a brand ambassador.

Announced on social media in the midst of awards season, the tap puts Burberry among the ranks of luxury peers likewise engaging with the film world ([see story](#)). Additionally, Mr. Keoghan is local, his home republic of Ireland another former part of the company's nation.

Zooming out, the British fashion staple is engaging with those outside of its neck of the woods.

Adding to the slew of activations is a new Spring 2024 pop-up, taking place in the South Coast Plaza mall in Costa Mesa, California. The venue is a favorite among luxury giants looking to build loyalty with American audiences ([see story](#)).



*The Irish actor's ambassadorship and the Californian pop-up could secure different audiences. Image courtesy of Burberry*

Running through March 14 on the first level in Jewel Court, the immersive space introduces curated looks from the seasonal collection ([see story](#)). Inspired by Burberry's roots in the great outdoors, the pop-up features tent-like interiors, camp furniture and trench coats as centerpieces.