

Stronger Asia-Pacific demand lifts sales at Burberry

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For the 13-week period ended Dec. 27, 2025, the brand brought in retail revenues of 665 million pounds, or roughly \$900 million at current exchange, growing 1 percent year-over-year on a reported basis. Image credit: Burberry

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Products from British fashion house Burberry's hero categories, particularly its outerwear and scarves, appear to be winning over clients this winter.

For the 13-week period ended Dec. 27, 2025, the brand brought in retail revenues of 665 million pounds, or roughly \$900 million at current exchange, growing 1 percent year-over-year on a reported basis. Sales in Asia-Pacific and greater China, up 5 percent and 6 percent, respectively, carried Burberry during its third quarter.

"During the festive quarter, we continued to build momentum with our Burberry Forward strategy, delivering sequential improvement in comparable sales growth and an improved quality of revenue across channels and geographies," said Joshua Schulman, CEO of [Burberry](#), in a statement.

"Our customers responded to our immersive Timeless British Luxury campaigns and experiences while the continued strength in our core outerwear category is now extending into accessories and ready-to-wear,"

Brand momentum at Burberry

The Q3 results mark the second consecutive quarter in which all regions posted flat or positive growth.

Burberry says it is seeing strong responses from Gen Z shoppers in Asia-Pacific and greater China; the latter region's growth rate has doubled from Q2.

Asia-Pacific's performance is led by a third-quarter y-o-y revenue increase of 13 percent in South Korea, fueled by both domestic demand and Chinese tourist expenditure.



Chinese actress Zhang Jingyi stars in Burberry's 2026 Year of the Horse campaign. Image credit: Burberry

In the Americas, Burberry posted a 2 percent increase in Q3. Sales in Europe, the Middle East, India and Africa remained flat.

The earnings report cites branding momentum from its outerwear and festive campaigns ([see story](#)) as factors driving reach.

Additionally, in Q3, experiential activations such as Burberry's newly launched Scarf Bar hit stores in key regions worldwide, including Shanghai, Seoul and Tokyo-based retail locations.

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