



BURBERRY

FULL DECK N2 2023

BRAND HIGHLIGHTS | KEY BRAND DISRUPTIONS

NEW LEADERS



STRENGTHENING THE LEADERSHIP TEAM:

- NEW CEO: *JONATHAN AKEROYD*
- NEW CMO: *DELPHINE SONDER*
- NEW CDO: *GIORGIO BELLOLI*
- NEW CFO: *KATIE FERRY*

NEW CREATIVE LEAD



DANIEL LEE, APPOINTED AS NEW CCO
AS OF OCTOBER, 1ST 2022

NEW LOGO & BRAND IDENTITY



HERITAGE AND BRITISHNESS
NEW LOGO AND HOUSE CODES

LUXURIZATION OF BURBERRY BOUTIQUES



**NEW RETAIL OPENINGS AND
REFURBISHMENTS**
IN KEY GEOGRAPHIES WITH
ENHANCED EYEWEAR PRESENCE,
REINFORCING
E-COMM OPPORTUNITIES.

INSPIRATION | ELEVATING THE HOUSE CODES

WOMAN

WOMAN & MAN

MAN

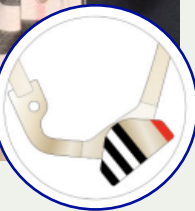
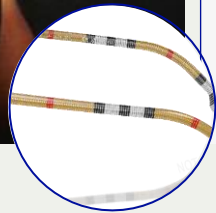
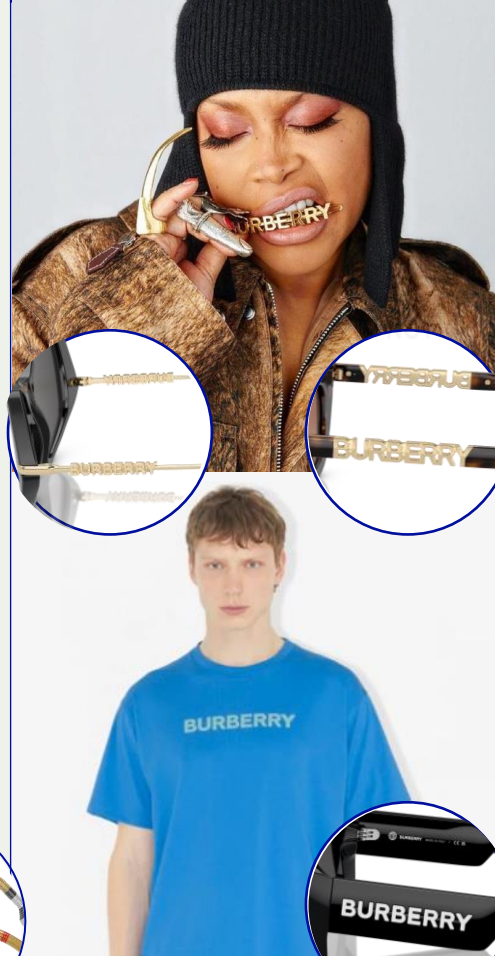
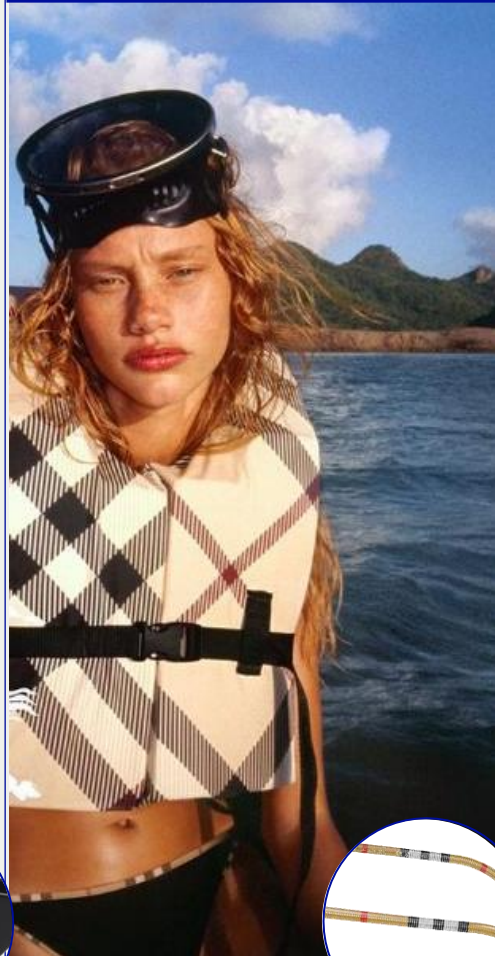
TB.EVOLUTION

B.CHECK

B.LOGO

B.STRIPE

B.ICON



WOMAN

TB.EVOLUTION



BE 4406U U

B.LOGO JEWEL



BE 4409



BE 4410



BE 2392 F

B.LOGO METAL



BE 4408



BE 3147



BE 1381



BE 2391 F

B.CHECK



BE 4407 F



BE 2390 F



BE 2389 F

MAN

B.STRIPE

ADV



BE 4403 4096/80 F



BE 2387 4096 F



BE 4404 F



BE 2386 F

B.ICON



BE 3146



BE 1380



BE 2384 F

B.LOGO



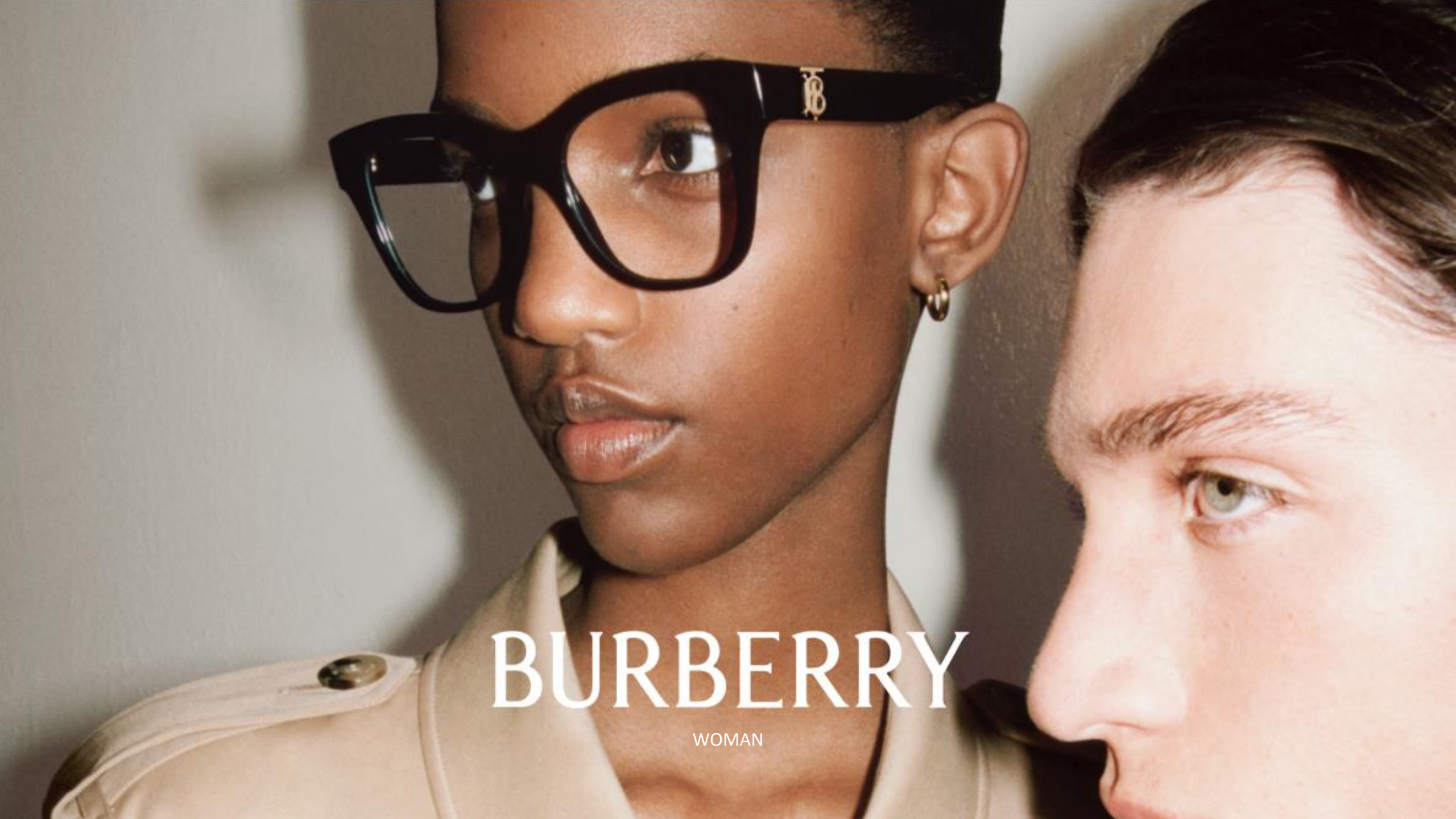
BE 4401U U



BE 4402U U



BE 2385U U



BURBERRY

WOMAN

WOMAN N2 23 COLLECTION | TB.EVOLUTION



THE INTERLOCKING THOMAS BURBERRY MONOGRAM INSPIRED BY THE LOLA BAG TAKES THE MAIN STAGE IN THE AUTUMN WINTER 2023 ADVERTISING CAMPAIGN.



BE4406U 3002/73



TB LOGO
ON THE TEMPLES

ADV



BE4405 3001/87



CAT EYE SHAPE



STRUCTURAL
TEMPLES

ADV



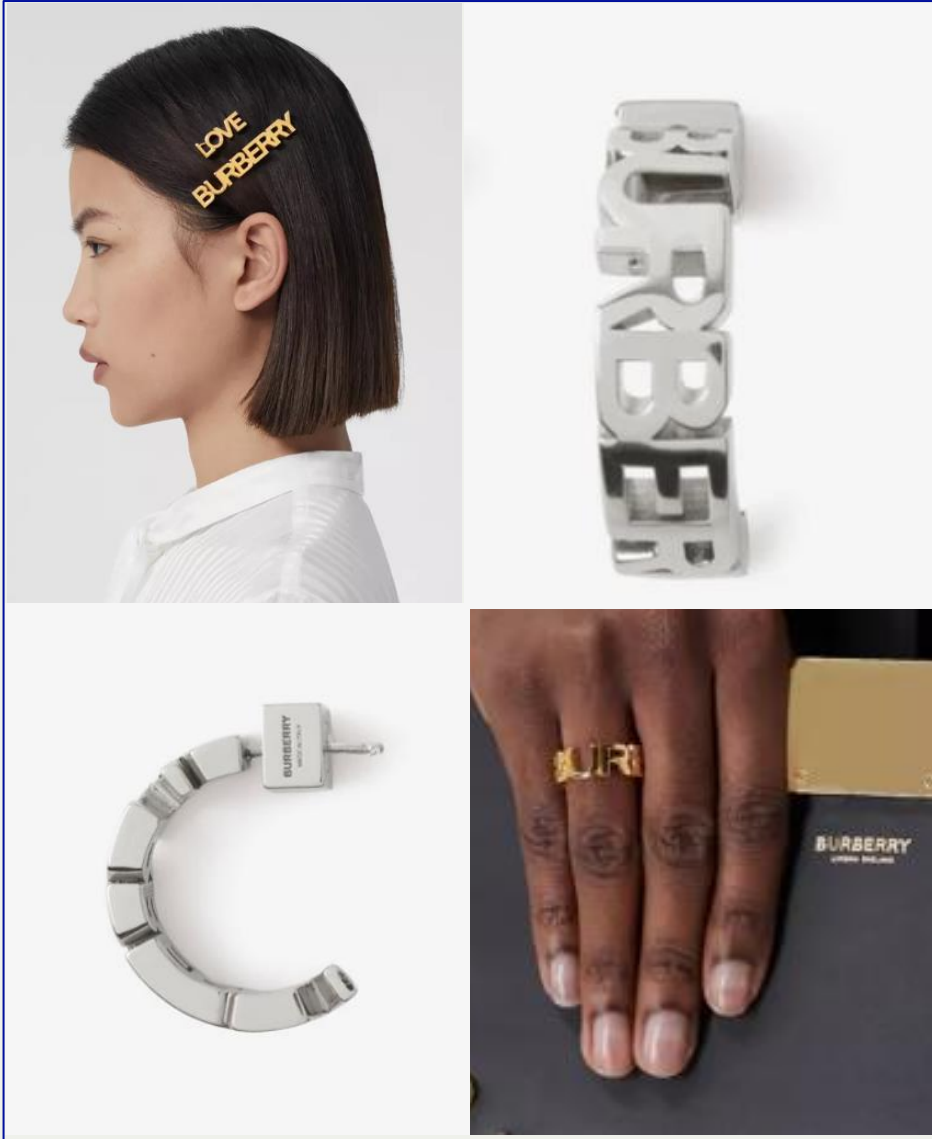
BE2388 3001



THE ACETATE USED FOR THE FRONT OF THE FRAMES IS MADE WITH AT LEAST 25% RECYCLED CONTENT AND THE BIO-BASED NYLON USED FOR THE ARMS CONTAINS AT LEAST 45% OF BIO-BASED CONTENT COMING FROM CASTOR OIL, A RENEWABLE RESOURCE.



WOMAN N2 23 COLLECTION | B.LOGO METAL



INSPIRED BY THE BRAND'S SIGNATURE JEWELLERY, GIVES A FASHION-FORWARD APPEAL THANKS TO THE MODERN INTERPRETATION OF BURBERRY'S EMBLEMATIC LETTERING LOGO IN NEW CONTEMPORARY VANGUARD SHAPES.



LOGO EXECUTION ON METAL TEMPLES



BE3147 1109/13



BE1381 1337



BE4408 3001/87

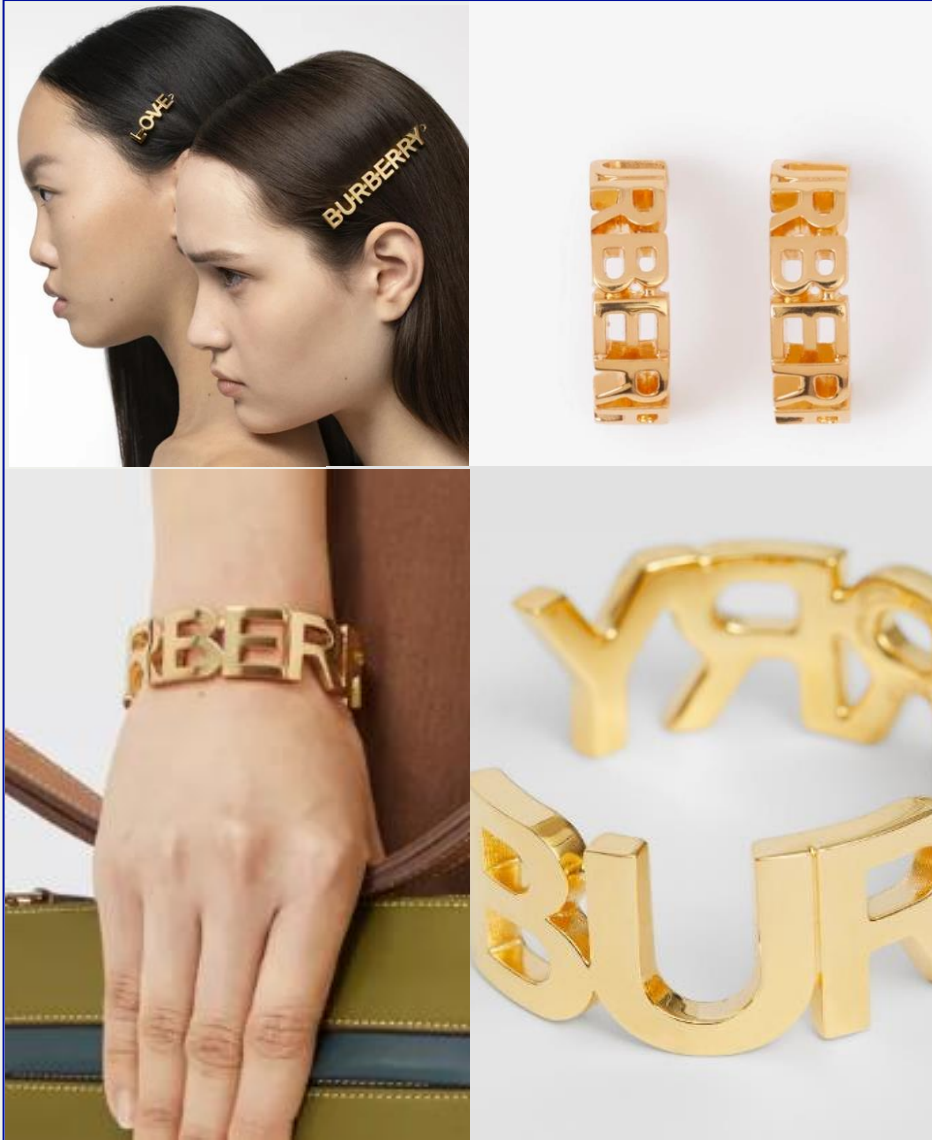


BE2391 3002



THE ACETATE USED FOR THE FRONT OF THE FRAMES IS MADE WITH AT LEAST 25% RECYCLED CONTENT.

WOMAN N2 23 COLLECTION | B.LOGO JEWEL



THE ELEGANTLY STREAMLINED SILHOUETTES CREATES A CONTEMPORARY FASHION STATEMENT THANKS TO THE SCULPTURAL METAL BURBERRY LOGO AT THE TEMPLES INSPIRED BY THE BRAND'S JEWELLERY.



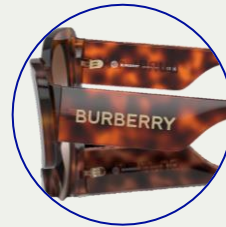
BE4409 4038/8E



BE2392 3001



THE ACETATE USED FOR THE FRONT OF THE FRAMES IS MADE WITH AT LEAST 25% RECYCLED CONTENT.



BE4410 3316/13



LOGO EXECUTION ON ACETATE TEMPLES

THE ACETATE USED FOR THE FRONT OF THE FRAMES IS MADE WITH AT LEAST 25% RECYCLED CONTENT AND THE BIO-BASED NYLON USED FOR THE ARMS CONTAINS AT LEAST 45% OF BIO-BASED CONTENT COMING FROM CASTOR OIL, A RENEWABLE RESOURCE.

WOMAN N2 23 COLLECTION | B.CHECK




THE STORY OFFERS
TIMELESS ELEGANT SHAPES,
A PERFECT PAIRING FOR THE SOPHISTICATED CHECK, ONE OF THE
MOST ICONIC PATTERN, EMBEDDED IN THE BURBERRY'S DNA,
DISPLAYED ON TUBULAR TEMPLES.



TUBULAR TEMPLES



BE4407 4087/87 **F** 

NICE COMBINATION
OF COLOR PALETTES
AND PATTERNS

EASY-TO-WEAR SHAPES

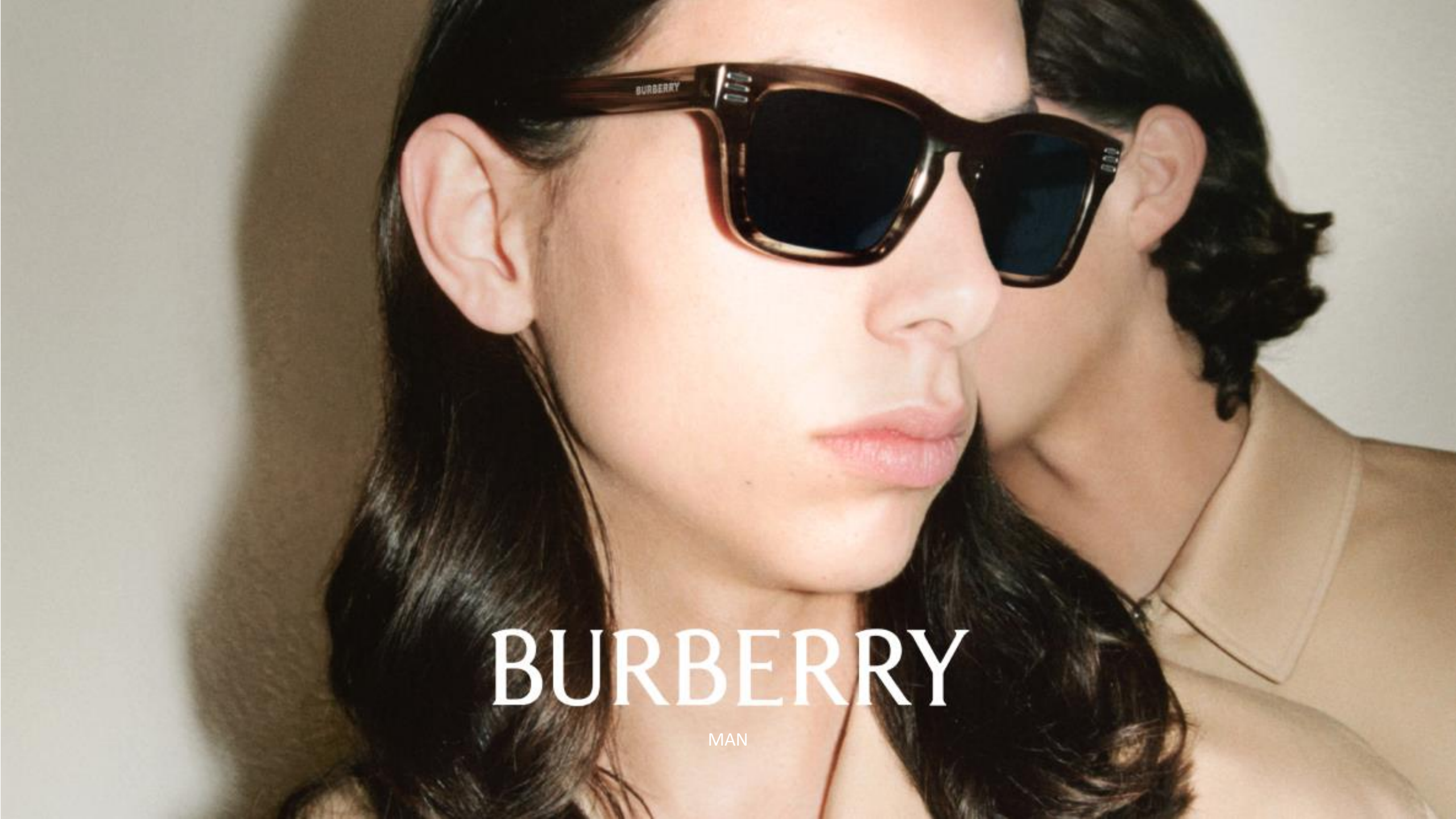


BE2390 3853 **F** 



BE2389 4087 **F** 

THE ACETATE USED FOR THE FRONT OF THE FRAMES IS MADE WITH AT LEAST 25% RECYCLED CONTENT.



BURBERRY

MAN

MAN N2 23 COLLECTION | B.STRIPE



A DECONSTRUCTION OF THE ICONIC BURBERRY CHECK THAT REVEALS STRIPED LINES. BOTH SUN AND OPTICAL STYLES ARE PART OF THE MEN'S AUTUMN WINTER 2023 ADVERTISING CAMPAIGN.



3 STRIPE
METAL PINS

ADV



BE4403 4096/80 F



BE4404 4098/71 F

STYLISH VINTAGE-INSPIRED SHAPES



BE2386 4097 F

ADV



BE2387 4096 F

SEASONAL & NEW STRIPED HAVANA COLOURS

THE ACETATE USED FOR THE FRONT OF THE FRAMES IS MADE WITH AT LEAST 25% RECYCLED CONTENT.

EssilorLuxottica



FULL FITTING



UNIVERSAL FITTING



SUSTAINABLE FRAMES



ADV

BURBERRY

MAN N2 23 COLLECTION | B.LOGO



THE RAISED RUBBER DECOR,
IN BOTH SOLID COLOURS AND CHECK, TAKES CENTRE STAGE
ELEVATING THE BRAND TO
NEW URBAN HEIGHTS.



BE4401U 3001/85



BE4402U 4038/F2



EYE-CATCHING
CONTRAST ON
THE TEMPLES

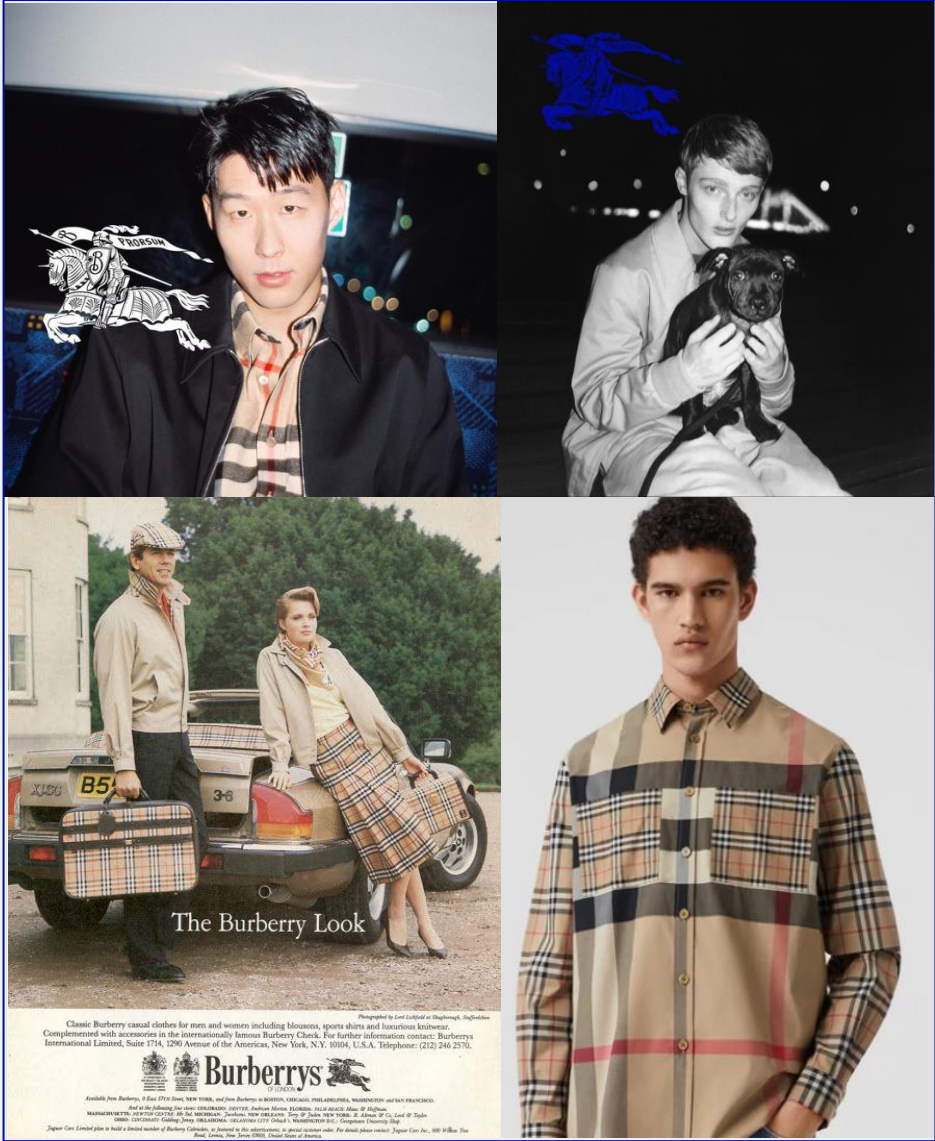


BE2385U 3002



THE BIO-NYLON USED FOR THE FRAMES IS MADE WITH AT LEAST 45% BIO-BASED CONTENT OBTAINED FROM CASTOR OIL, A RENEWABLE RESOURCE.

MAN N2 23 COLLECTION | B.ICON



BURBERRY'S INSTANTLY RECOGNISABLE CHECK APPEARS IN SPECIFIC DETAILS. THE ICONIC PATTERN IS SYNONYMOUS WITH BURBERRY, BUT YOU CAN FIND SUBTLE LOGOS ON THE TEMPLE TIPS TOO.

INSTANTLY RECOGNIZABLE IRREGULAR AND RECTANGULAR SHAPES



BURBERRY LOGO ON THIN METAL TEMPLES



BE3146 1005/87



ICON STRIPE FUNCTIONAL DETAIL ON THE HINGE



BE1380 1007



BE2384 3002



THE ACETATE USED FOR THE FRONT OF THE FRAMES IS MADE WITH AT LEAST 25% RECYCLED CONTENT.



BURBERRY

ASIAN DESIGN



WOMAN

B.LOGO METAL




BE 4411D

BE 3148D

BE 1382D

MAN


B.METAL CHECK



BE 1384TD

BE 1383D

B.LOGO



BE 2393D

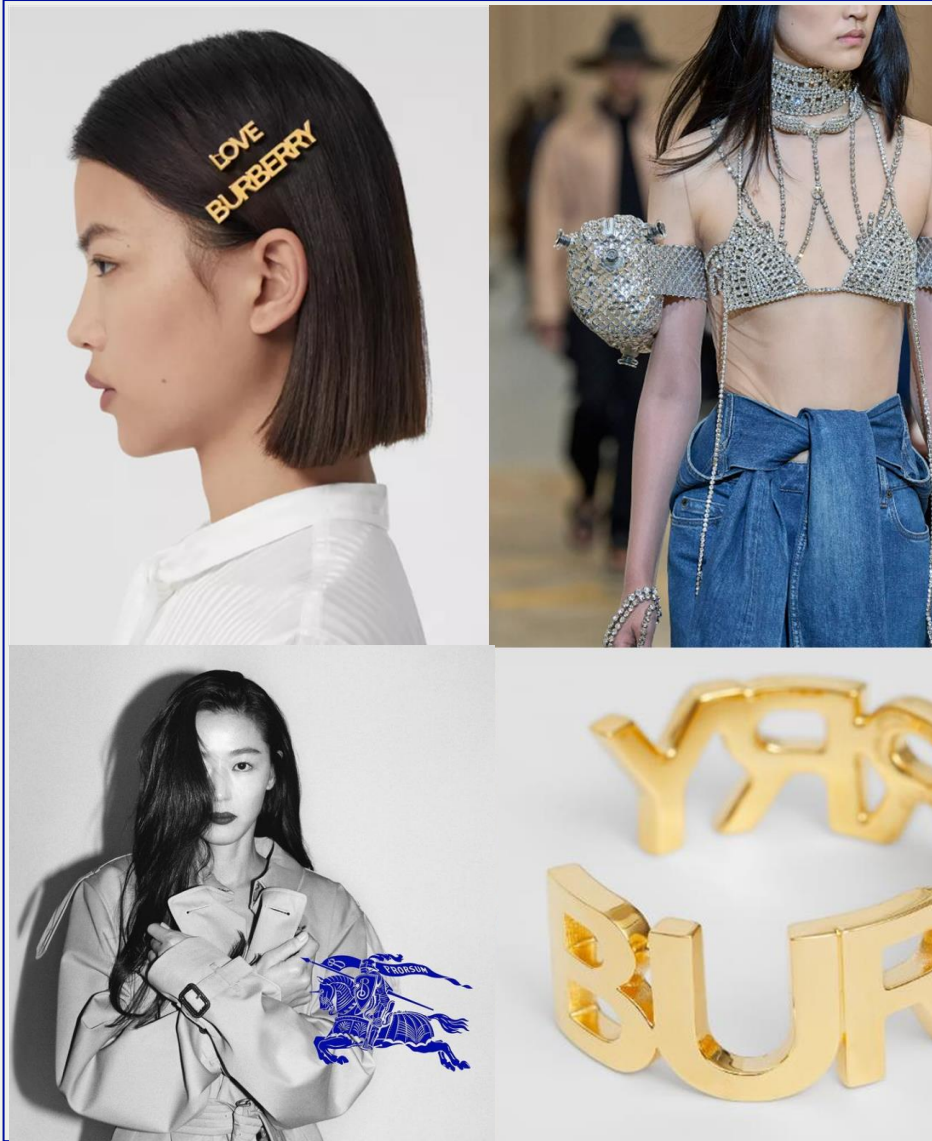


BURBERRY

WOMAN



WOMAN ASIAN DESIGN N2 23 COLLECTION | B.LOGO METAL



THE ELEGANTLY STREAMLINED SILHOUETTES CREATES A CONTEMPORARY FASHION STATEMENT THANKS TO THE SCULPTURAL METAL BURBERRY LOGO AT THE TEMPLES INSPIRED BY THE BRAND'S JEWELLERY.



BE4411D 4022/73



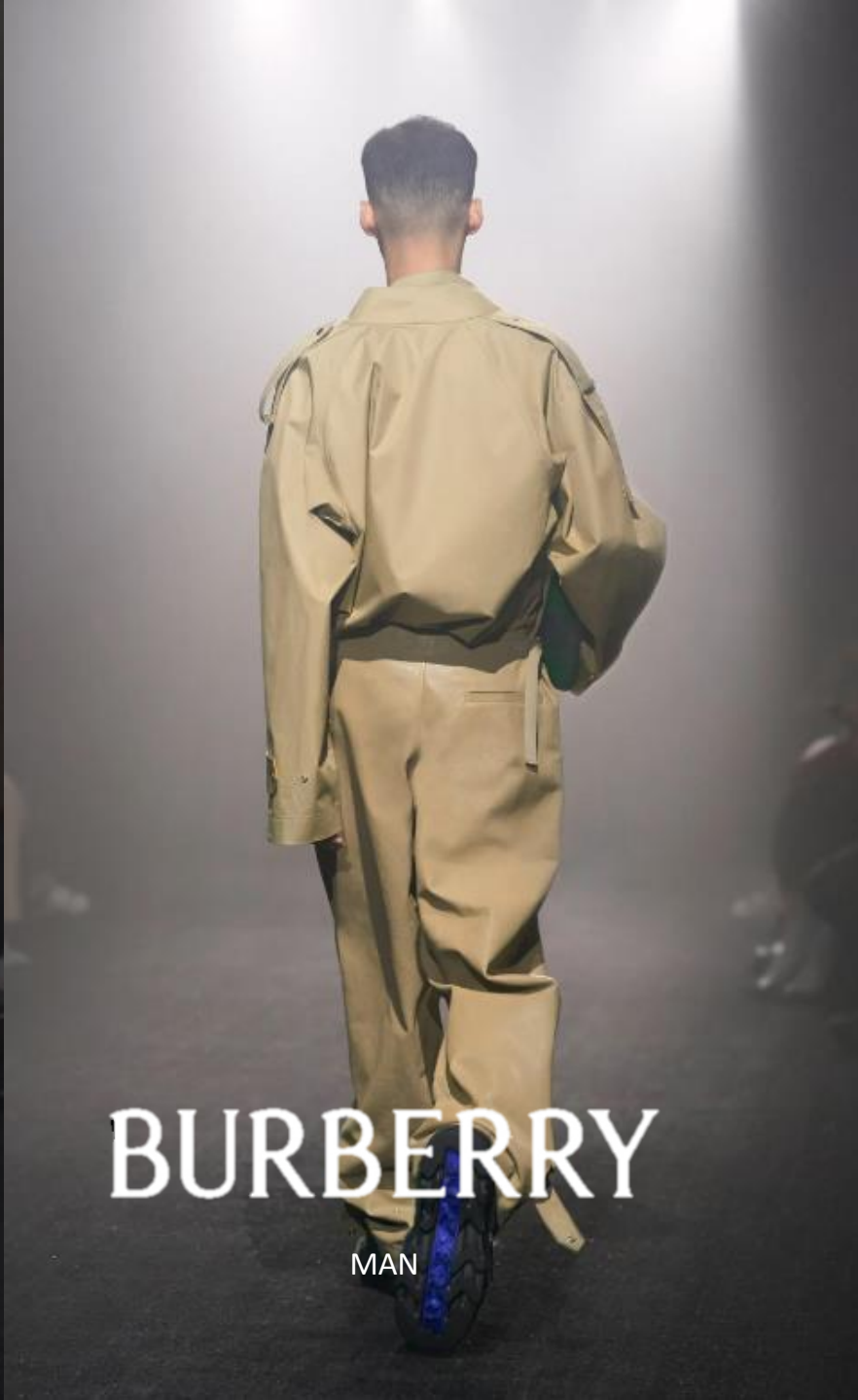
THE ACETATE USED FOR THE FRONT OF THE FRAMES IS MADE WITH AT LEAST 25% RECYCLED CONTENT AND THE BIO-BASED NYLON USED FOR THE ARMS CONTAINS AT LEAST 45% OF BIO-BASED CONTENT COMING FROM CASTOR OIL, A RENEWABLE RESOURCE.



BE3148D 1001/87



BE1382D 1326



BURBERRY

MAN



MAN ASIAN DESIGN N2 23 COLLECTION | B.METAL CHECK



CHECK IS ONE OF THE MOST ICONIC MOTIFS, USED SUBTLY ON THE HINGES OF SLEEK METAL TEMPLES, BUT STILL INSTANTLY RECOGNISABLE.



BE1384TD 1007



BE1383D 1005

MAN ASIAN DESIGN N2 23 COLLECTION | B.LOGO



DISPLAYING BURBERRY'S MODERN IDENTITY, THE RUBBER LOGO HOLDS SIGNIFICANT POWER. IT REPRESENTS THE BRAND'S CONFIDENCE IN ITS ABILITY TO JUGGLE BETWEEN BEING BOLD AND CONTEMPORARY AND KEEPING THINGS TRADITIONAL.



THE ACETATE USED FOR THE FRONT OF THE FRAMES IS MADE WITH AT LEAST 25% RECYCLED CONTENT AND THE BIO-BASED NYLON USED FOR THE ARMS CONTAINS AT LEAST 45% OF BIO-BASED CONTENT COMING FROM CASTOR OIL, A RENEWABLE RESOURCE.



BURBERRY

THANK YOU!