

# BURBERRY

Burberry is a global brand with a long British heritage, founded by Thomas Burberry in Hampshire in 1856. The license agreement with Luxottica began in 2005 and was renewed in 2015.

Led by the freedom to go beyond, from 1856 to today. Underpinned by a passion for the outdoors, the brand epitomises modern British luxury and is known for its iconic house codes and signature pieces. Guided by Chief Creative Officer Daniel Lee.

## Selling tips

- Burberry offers you the chance to add an eclectic British touch to your look
- Burberry provides a traditional yet innovative style thanks to its bold new looks and the introduction of new signifiers (the Equestrian Knight, the Rose of England, the Chess, the New Check)
- Burberry holds appeal for those interested in sustainability thanks to its focus on protecting the environment

## Testimonials and celebrities

- Burberry eyewear are appreciated and popular among the most famous celebrities. Some examples are: Madonna, Shakira, Burna Boy, Mariacarla Boscono, Bella Hadid, Naomi Campbell, Gigi Hadid, Irina Shayk, Adam Driver, Nicky Minaj, Rita Ora, Nick Jonas, Halle Berry, Christina Aguilera, Mahmood, Tyga, Big Sean, 2Chainz, Shay Mitchell.
- The first Daniel Lee campaign “THE HERITAGE CAMPAIGN”, shot by the London-born photographer Tyrone Lebon, takes place between London landmarks Trafalgar Square and the Albert Bridge and features a broad-ranging cast of British talents: Rappers Shygirl, John Glacier and Skepta star alongside the footballer Raheem Sterling, actress Vanessa Redgrave, and model Lennon Gallagher (son of Oasis’ front man Liam Gallagher). Korean actress Jun Ji-hyun and model Liberty Ross also star.



OPTICAL



SUN



KIDS

## Brand values

Innovative | Explorer | British

## Conversation starters

London is the creative home of Burberry, where our house codes get a new twist, such as Burberry's trademark check. Introduced in the 1920s as an outerwear lining, this global icon now takes on new forms through unmistakably Burberry eyewear styles.

Meanwhile, the Burberry logo, launched in August 2023, represents a modern take on Burberry's Britishness. The new logo features elongated, classy, subtly curved letters.

The Brand also released a redesign of its equestrian knight logo carrying a flag that says «Prorsum» (Latin for «Forward»). First introduced in 1901, the Equestrian Knight Logo symbolizes Protection, Innovation and Burberry's forward-looking spirit.



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## Brand pillars



Tradition and innovation in materials shapes and colors with a new twist



Focus on environmental protection through alternative materials for frames and lenses



High performing glasses from recycled valuable materials

## Logo's history and evolution

In 1904, Thomas Burberry registered the logo: a red emblem with a wordmark under it. Most of the logo consisted of the emblem depicting an equestrian with a pike and shield, with the shield symbolizing protection and the equestrian standing for grandeur, pride, and purity.

In 1920, he registered the eponymous check pattern, although it only began to appear on the raincoat lining in 1924.

The current Burberry visual identity was created in 2023 and is a reflection of the new era for the brand. The new Burberry logo is archive-inspired and updated under the creative direction of Chief Creative Officer Daniel Lee.

