

# BURBERRY

**BURBERRY TO SHOWCASE ITS FEBRUARY COLLECTION LIVE ON APPLE TV,  
IN-STORE AND ONLINE FOLLOWING THE SHOW**



**London, 19 February 2016**

Burberry will be showcasing its February 2016 collection in selected flagship stores, on Apple TV and on Burberry.com following the show, giving audiences the chance to explore the designs for themselves and to pre-order selected products directly from the runway.

The show will mark the first time that Burberry presents its womenswear collection under the new 'Burberry' label on the runway. The new label unifies the previous Prorsum, London and Brit lines, in a move that has been designed to simplify the presentation of Burberry's full product range.

#### **From the runway to London, Paris, and on Apple TV**

In celebration of the news that from September Burberry's runway collections will be available to buy immediately after the show, the February collection will be presented at the Burberry 121 Regent Street flagship store and will remain there for a week, before moving to the brand's Faubourg Saint-Honoré store in Paris.

And, through an evolution of the Burberry App for Apple TV, following the livestream, viewers will be able to watch the whole show again and explore the collection's looks, designs and products in greater detail than ever before using the Apple Remote. Viewers will also be able to request a call from dedicated Burberry Customer Services Consultants to pre-order select pieces from the collection.

#### **Live show experience, featuring Jake Bugg**

The show will be streamed live from the brand's custom-built venue in London's Kensington Gardens from 1pm (UK time) on Monday 22 February, and will feature a live performance by award-winning British musician Jake Bugg.

#### **Follow the show's journey across Burberry platforms from today:**

- Through a series of posts, Burberry social channels will reveal key runway looks and the brand's custom-built show space ahead of Monday's show on [Facebook](#), [Google+](#), [Twitter](#), [Instagram](#), [Sina Weibo](#), LINE, YouTube and YouKu.
- Watch the show's live stream on Apple TV, [Facebook](#), [Google+](#), [Twitter](#), [Instagram](#), [Sina Weibo](#), WeChat, LINE and YouTube accounts from Monday at 1pm (UK time).

#### **NOTES TO EDITORS**

##### **About Burberry**

- Established in 1856, Burberry is a global British luxury brand with a heritage of innovation, craftsmanship and design. The Burberry business comprises 5 divisions: menswear, womenswear, childrenswear, accessories and beauty.
- Burberry is headquartered in London and listed on the London Stock Exchange (BRBY.L), Burberry is a Constituent of the FTSE 100 index.
- Visit [www.burberry.com](http://www.burberry.com) for further information
- Click [here](#) for further information on Thomas's and the newly expanded Burberry Regent Street flagship

#### **About Burberry on Apple TV**

- Burberry marked its debut on Apple TV in January 2016 with the livestream of its Menswear show to audiences worldwide, becoming the first luxury brand to broadcast a fashion show live on the platform.
- The Burberry app for Apple TV also offers access to a collection of Burberry Acoustic films from emerging British musicians, highlights from the brand's previous runway shows and Burberry beauty tutorials by Burberry Make-up Artistic Consultant, Wendy Rowe.
- Viewers will be invited to experience additional live moments and exclusive content throughout the year.

#### **About Burberry and Apple**

- The Burberry app for Apple TV is the latest in a series of digital innovations that have been created between Burberry and Apple.
- In September 2015, Burberry became the first global brand to launch a dedicated channel on Apple Music.
- In September 2013 Burberry collaborated with Apple using the iPhone 5s to capture and share all digital images, video and live stream content, before, during and after the SS14 Womenswear show.

#### **About the unification of Burberry labels**

- In November 2015, Burberry announced plans to unify its Prorsum, London and Brit collections under a new single 'Burberry' label. The transition will be phased over the course of this year, becoming one fully unified label by the end of 2016.
- The new label replaces the three previous lines simplifying the presentation of Burberry's full product range in acknowledgment of the way luxury customers like to experience the brand both on and offline. The label also emphasises Burberry's British design heritage noting that all the products are designed and developed in London, England.

#### **Changes to the brand's runway and retail calendar**

- Earlier this month, Burberry announced plans to change the way it creates, presents and sells its runway collections. From September 2016, Burberry will replace its current four show calendar with two shows. Seasonless, immediate, and personal, the new format and calendar have been designed with a global audience in mind.