

# BURBERRY

## INTRODUCING THE BURBERRY SCARF BAR

**BURBERRY LAUNCHES EXPANDED RANGE OF ICONIC CASHMERE SCARVES WITH A FILM CELEBRATING ITS HERITAGE IN SCARF-MAKING**



London, September 2015

Introducing [The Burberry Scarf Bar](#), a celebration of the brand's iconic cashmere scarves, offering customers an expanded range of classic and lightweight cashmere designs, all made in Scotland.

Launching this week with a new range of colours and prints as well as a variety of thread colours for monogramming, customers can choose to create their own Burberry scarf exactly the way they want it, for the first time.

The Burberry Scarf Bar, in-store and [online](#), features a selection of over 30 colours, in classic and lightweight cashmere, including the iconic heritage shades – Camel, Stone, Charcoal, Navy and Parade Red.

### THE FILM

The new experience is celebrated with a short film, shot at the Scottish mills in Elgin and Ayr, showing the expert craftsmanship behind each scarf, from the raw cashmere to the finished design.

### MADE IN SCOTLAND

Burberry's iconic scarves are made in Scotland at two distinguished mills in the towns of Elgin and Ayr, each with a rich history of producing cashmere scarves using the finest materials and craftsmanship techniques.

Each scarf is made of 100% cashmere and carefully woven on a traditional loom and finished by skilled craftspeople using expert methods passed down through generations.

### MONOGRAM THE SCARF TO MAKE IT YOURS

A monogramming service allows for personalisation of the expanded range of scarves with embroidery in over 30 shades of thread with up to three letters, in two font sizes.

### In-store Monogramming at 121 Regent Street

Unique to the global flagship at [121 Regent Street](#) in London, customers are able to monogram their scarves in-store while they wait.

### THE ONLINE EXPERIENCE

Customers will be able to discover The Burberry Scarf Bar on [Burberry.com](#), choosing from new colours and prints with the option to personalise these using a responsive online monogramming tool.

The tool will automatically recommend monogramming thread colours, based on the selected scarf design, and preview the personalised initials on the chosen scarf in real time.

### PERSONALISED RESPONSIVE MARKETING CAMPAIGN

To celebrate The Burberry Scarf Bar, Burberry has launched a responsive digital marketing campaign to enhance its ads wherever consumers come into contact with them.

The digital advertising experience responds to the individual user's location wherever they are in the world, previewing appropriate weighted and coloured scarves, relevant to the weather conditions and the time of day.

A new scarf design will be revealed each time the ad is seen by that specific person, showcasing the diversity of scarves available through The Burberry Scarf Bar.

### BURBERRY CASHMERE ACCESSORIES

Burberry has used the world's finest cashmere in its products for over a century, employing artisan skills passed down from generations.

In addition to scarves, the Autumn/Winter 2015 cashmere product selection includes the iconic [Burberry poncho](#) with new seasonal updates in classic check, prints and block colours, created in the Burberry design studio and available for monogramming.

First introduced on the runway in February 2014, the Burberry poncho is available in soft cashmere as well as warm wool blends and textured suede for the Autumn/Winter 2015 season.

### NOTES TO EDITORS

- Established in 1856, Burberry is a global British luxury brand with a heritage of innovation, craftsmanship and design.
- The Burberry business comprises 5 divisions: mens, womens, childrens, accessories and beauty.
- Burberry is headquartered in London and listed on the London Stock Exchange (BRBY.L)
- Visit [www.burberry.com](#) for further information