

# BURBERRY

## NOTES TO EDITORS

### THE COLLECTION – ‘TIME’

- Reflecting the past. Celebrating the present. Heralding the future.
- A patchwork of characters and identities. A collision of ideas. Ball gowns with hoodies. Lace with Lycra. Floral and fleece. Technical and precious, romantic yet precise. Sabotaging traditional techniques to create future thinking finishes.
- Collection now available for pre order for two weeks on [Burberry.com](https://www.burberry.com)
- **Silhouettes:** Exaggerated. Clashed. Layered.
- **Prints:** Rainbow. Garden floral. Graffiti. Tie-dye. Camouflage. Spots. Hearts. Check.
- **Fabrics:** Fleece. Silicone rubber. Bonded floral. Laminated Swiss lace. Towelling. Tulle. Acrylic applique. Faux fur. Cashmere.
- **Colour:** Minimal to maximal
- **Accessories:**
  - Introducing three new bags:
    - The Link, featuring the ‘1983 check’ trimmed in patent leather or punched with metal grommets.
    - The Belt Bag – a contrast leather belted tote for men and women.
    - The Grommet detail sac – a new shape – oversized, in tactile leather with metal grommets.
  - Sneakers, The Link loafers and patent button brogues are designed to be worn with everything from track pants to a lace gown, as are visors, beanies and check caps.
- **Rainbow:** The introduction of a joyful new symbol for the future. Rainbows overtake a functional puffer jacket, a faux fur cape, an oversized knit. Blown-up, tie-dyed and graffiti-sprayed. Optimistic and inclusive, the LGBTQ+ rainbow flag emerges on Vintage check totes, caps, sneakers and a reversible Harrington.
- **Beauty:** The latest make-up look and runway collection were also unveiled on the runway. Fresh Glow Luminous Fluid Base and Fresh Glow Gel Stick help create the signature Burberry glow, while specially selected shades of Liquid Lip Velvet, Lip Colour Contour, Burberry Kisses, Eye Colour Cream and Eye Colour Silk round off the collection.

### THE FEBRUARY 2018 CAPSULE COLLECTION

- A capsule collection of reissued pieces from the brand’s archive, rereleased as part of the runway collection, is now available to [purchase](#). The collection features the Rainbow check, the latest iteration of Burberry’s most iconic symbol.
- [Burberry and Farfetch have announced](#) a new global partnership launching with ‘Show to Door’, an around-the-clock London delivery service of the February 2018 Capsule collection available for 24 hours after the show.
- The partnership also expands Burberry’s global distribution network, giving the brand access to over 150 countries around the world.
- Three tote bags inspired by the runway collection are available exclusively to Farfetch customers, in addition to the capsule collection.
- The February 2018 Capsule collection is also available through Burberry stores globally, [Burberry.com](https://www.burberry.com), and for a limited time only through new partner locations including Dover Street Market and Browns Shoreditch in London, Isetan in Tokyo, Antonia in Milan and The Store at Soho House Berlin.

### BURBERRY AND LGBTQ+ COMMUNITIES

- The LGBTQ+ rainbow, an emblem for optimism and inclusiveness, features prominently across the collection, rooted in the introduction of a new Rainbow check, the latest iteration of Burberry’s most iconic symbol.
- The Rainbow check pieces in the collection are available to purchase now online and in Burberry stores globally.
- To solidify its support of LGBTQ+ communities, Burberry has made donations to three charities – the Albert Kennedy Trust, the Trevor Project and ILGA – all dedicated to broadening the awareness, mentoring and resources available around the world.
- Burberry has also launched a Snapchat Lens bringing the Rainbow check to life. The Lens allows users to immerse themselves into the Burberry AR experience by virtually wearing a Burberry Rainbow check cap. The Lens is accessible via a unique snapcode which is live for the next 90 days in US and UK as well as in France for one week.

## ABOUT UNITED VISUAL ARTISTS

- Christopher Bailey has collaborated with United Visual Artists (UVA) on a reimagining of its work 'Our Time'. The installation, which served as the backdrop to Burberry's February 2018 runway show, is on special loan from the Museum of Old and New Art (MONA) in Australia.
- 'Our Time' is an installation investigating the subjective experience of the passing of time, and has never been shown before outside of MONA.
- The installation combines movement, light and sound as a multisensory, multidimensional canvas into which the visitor can enter – pendulums swing, each to their own rhythm, as time flows through the grid.
- For the show, 'Our Time' has been 'reprogrammed' in response to the specific nature of the venue and concept of the show.
- As well as collaborating on the reinterpretation of 'Our Time', Christopher and UVA also designed a new original piece for the show's finale called 'Spectrum', a new installation with rainbow coloured lights and kaleidoscopic patterns that transformed the space.
- Based in a studio in Bermondsey, London, UVA has created a broad body of work encompassing wall-based artwork, sculpture, large-scale site-specific installation and live performance.
- Since it was founded in 2003 by Matt Clark, UVA has been commissioned worldwide for institutions such as the Barbican Curve gallery, Victoria & Albert Museum, Serpentine Galleries, The Wellcome Trust, Manchester International Festival and YCAM Japan. Works have also been acquired by the collections of Fondation Cartier in France and MONA in Australia.

*'Time is something we all understand conceptually but is very difficult to put into words. Our brains are literally being rewired so that time seems to pass faster. UVA sets the modest task of creating a work that does the opposite – it slows everything down and hopefully creates space for contemplation. Whether it's a fashion show, an art installation or a piece of architecture, most creative processes are working towards a point of time where it's considered as being finished. I like to explore the spaces between traditional disciplines, this project proposed a number of interesting dynamics between fashion, art, performance and architectural space.'*

**Matt Clark, United Visual Artists Founder**

## THE SHOW SOUNDTRACK

- Bronski Beat – 'Puit D'Amour'
- Bronski Beat – 'Memories'
- Jimmy Somerville – 'Smalltown Boy (Reprise 2014)'
- The Communards – 'For A Friend'
- Bronski Beat feat Marc Almond – 'I Feel Love - Medley'  
(I Feel Love/ Johnny Remember Me/ Love To Love You Baby)
- The Communards with Sarah Jane Morris – 'Don't Leave Me This Way'
- The full show soundtrack is now available on Apple Music as part of '[17 Years of Soundtracks](#)', a playlist launched last week in celebration of Burberry's long-standing relationship with music, featuring over 200 tracks that have defined some of the brand's most memorable moments over the last 17 years.

## ABOUT CHRISTOPHER BAILEY

- Since joining Burberry in 2001 at the age of 29, Christopher has been instrumental in transforming the brand into a global British luxury fashion house from a small licensed outerwear business.
- Christopher has designed over 100 collections and held over 66 runway shows in seven global locations including London, Milan, Shanghai and Los Angeles.

## THE SHOW VENUE – THE DIMCO BUILDINGS, WEST LONDON

- Built in 1898, the Dimco Buildings were originally constructed as a powerhouse for the Central London Railways.
- The listed building sits at the heart of Westfield London's expansion and will house a hand-picked series of shows, exhibitions and performances, along with community and corporate events.