

BURBERRY

LONDON ENGLAND

FEMININITY

BURBERRY AUTUMN/WINTER 2021 WOMENSWEAR PRESENTATION



London, 21 April 2021

‘Throughout my life, my mother has been this incredible force of nature. As a single parent, she raised me and my eight sisters with unfaltering purpose and pride. So, naturally, I have always been drawn to strong women and, in turn, they have also given me the confidence to express my own femininity. They are not afraid to challenge expectations and I have always been in such awe of their determination. They are warriors.

I wanted this collection to feel truly emblematic of the power of feminine energy: a modern armour that captures its characteristic fierce aura. There’s an underlying attitude to the collection that’s very British; of being unique, eccentric and totally authentic in how you express yourself.

This presentation is a love letter to women and a celebration of their incomparable strength.’

Riccardo Tisci, Burberry Chief Creative Officer

A symbolic sun rises, bringing a new dawn of opportunity. Mother Nature is iconised, and her strength celebrated as the provider of this new beginning.

Riccardo Tisci’s Autumn/Winter 2021 womenswear presentation for Burberry sets out a bold interpretation of modern femininity; shedding archetypes and readdressing preconceptions. At its core, the collection carries a sense of unflinching pride and conviction. With a sense of fluidity, looks reinvent tradition, twist classicism and encourage freedom of expression.

Set within the home of the brand, at Burberry’s flagship Regent Street store in London, an awe-inspiring incarnation of visionary British artist Shygirl introduces the presentation with an original spoken-word piece. The collection itself reflects Burberry’s distinctive character and attitude, reinvigorating hallmarks with a fresh perspective for the modern woman of today. This energy is encapsulated in a dynamic electronic soundtrack, rallying the models as they move confidently through the space.

Continuing to be inspired by the themes laid out at the Burberry Autumn/Winter 2021 menswear presentation, the collection pays homage to the indomitable force of Mother Nature and the widespread British craft and outdoor movements of the early 20th Century. With fluttering capes and references to flags, the collection nods to these groups who daringly ventured into nature, breaking with convention in their journey towards building a better future. This sense of optimism is palpable throughout the collection with showers of unexpected brightness – the rainbow shining through the rain.

Burberry has always empowered people to push boundaries and continues to challenge tradition today. For Autumn/Winter 2021, the fashion house embarks on the next stage of its exploration of modern femininity and masculinity with Riccardo Tisci re-writing the narrative, underscoring his collections with a sense of boldness and opportunity.

NOTES TO EDITORS

Discover the Autumn/Winter 2021 Womenswear Presentation [here](#).

ABOUT SHYGIRL

- Shygirl is a British musician, best known as a singer, songwriter and rapper.
- Shygirl was first known for her collaborations with artists Arca, Seda Bodega and the late Sophie.
- Shygirl released her debut EP in 2018, followed by a second in 2020 to critical international acclaim.
- Shygirl's beauty team:
 - Hair: Latisha Chong
 - Make-up: Raisa Flowers
 - Nails: Dawn Sterling

ABOUT THE CREATIVE TEAM

- Styling: Katy England
- Make-up: Isamaya Ffrench, Burberry Global Beauty Director
- Hair: Gary Gill
- Choreography: Josh Johnson and Tosh Basco
- Directors: Partel Oliva

ABOUT THE MUSIC

- The Autumn/Winter 2021 womenswear presentation soundtrack was produced and mixed by Ville Haimala, featuring tracks by Amnesia Scanner, KABLAM, Kamixlo and Toxe.

ABOUT THE MODELS

- Models that walked in the Autumn/Winter 2021 presentation included Alma Corbic, Anya Ekung, Astrid Voss, Chai Maximus, Eugenia Dubinova, Felice Noordhoff, Hannah Motler, Jae Bagnall, Jan Baiboon, Janet Jumbo, Karo Laczowska, Kayako Higuchi, Liv Walters, Mayowa Nicholas, Nikoline Mekjan, Rachele Harris, Sacha Quenby, Shayna McNeill, Tara Halliwell, Valeria Buldini, Xue Huizi.

ABOUT INCLUSION & RESPONSIBILITY AT BURBERRY

Burberry's commitment to gender equality

- At Burberry, we believe that diversity, equity and inclusion are essential to fulfilling our purpose and are core to our values. Attracting and retaining diverse talent and fostering an inclusive culture enable us to be more creative in everything we do and open spaces for our colleagues, customers and communities.
- Our commitment to diversity, equity and inclusion extends beyond Burberry. We champion and advocate for changemakers, organisations and initiatives that have a meaningful impact on underrepresented communities. We also believe it is important to celebrate diversity in our campaigns and shows, and we have measures in place to ensure we assemble casts that are representative of our customers and communities.
- Burberry has rigorously reviewed and implemented policies, programmes and practices to support its ambition, work recently recognised by the fashion house's inclusion in the 2021 Bloomberg Gender-Equality Index.
- In the past year, Burberry has introduced an industry-leading parental leave policy to support new parents returning to work. With a focus on fostering an inclusive culture, Burberry has also refreshed its development programmes to embed the company's values in how it leads across the business and have rolled out global allyship training.
- Burberry ensures its recruitment and succession planning practices are inclusive, including shortlists having at least a 50/50 gender split and at least 25 per cent ethnic diversity, and broadening the company's talent pipeline through its community programmes and partnerships.
- Burberry is a signatory of the UN Women's Empowerment Principles, supporting its ambition to achieve gender equality.

Covid-19

- Burberry is inviting all guests to experience the presentation digitally.
- Only essential members of the production team will be on set, reducing the size of the overall cast. Strict health and safety measures will be in place, including daily Covid-19 testing, mandatory mask usage at all times, clear social distancing markers and barriers in place and enhanced cleaning of the location and equipment.
- All aspects of the performance are designed to maintain social distancing.
- Burberry has engaged an external health and safety advisor to ensure that both shoot and presentation preparation locations are Covid-19 secure and will carefully monitor compliance on set at all times.

Carbon neutral events

- To support Burberry's ambition to achieve a net-zero future, this presentation as well as all Burberry events, will be certified carbon neutral. To achieve this, measures will be taken to reduce the environmental impact of the event before offsetting any remaining emissions through Burberry's Regeneration Fund.

- Through the Burberry Regeneration Fund, Burberry supports a portfolio of carbon insetting and offsetting projects mapped to the footprint of its business.
- Supporting the UN Sustainable Development Goals, these programmes are helping restore natural habitats and biodiversity, improving carbon capture and enhancing local communities with skills and training.

Burberry's climate strategy

- Burberry is on track to achieve its goal to be carbon neutral in its own operational energy use by 2022, as well as use 100 per cent renewable energy across its own operations in the same time frame (currently at 90 per cent).
- Underpinning this target are two climate goals approved by the Science Based Targets initiative, to reduce absolute scope one and two greenhouse gas emissions by 95 per cent by 2022 and absolute scope three greenhouse gas emissions by 30 per cent by 2030 (all from a 2016 base year).
- In February 2020, Burberry announced the launch of a Regeneration Fund to support a portfolio of verified carbon offsetting and carbon insetting projects to directly tackle the environmental impact of Burberry's operations.
- In September 2020, Burberry became the first of its luxury peers to issue a sustainability bond, enlisting the support of investors in delivering our sustainability goals.

ABOUT BURBERRY

- Burberry is a global luxury brand headquartered in London, UK.
- Founded in 1856, Burberry is listed on the London Stock Exchange (BRBY.L) and is a constituent of the FTSE 100 index.
- BURBERRY, the Equestrian Knight Device, the Burberry check and the Thomas Burberry Monogram and print are trademarks belonging to Burberry.
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