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Enshrined in the statement, Creativity Opens Spaces, it is our shared belief that through imagination, inventiveness and ingenuity, we can push boundaries and open new opportunities for ourselves, our customers and our communities.

- Burberry

BURBERRY

BURBERRY'S STRATEGIC THREE YEAR MISSION STATEMENT

- Promoting a sustainable luxury market and target ethical consumers;
- Generating new marketing campaigns to increase brand exposure and brand loyalty;
- Accelerating the transformation from a century-old heritage to a more inclusive future vision of digital development by collaborating with other brands.



OBJECTIVES

- Increasing the consumer brand awareness through product development and brand collaboration.
- Developing the S/S 2022 womenswear collection for Burberry x Nike collaboration, by applying sustainable and ethical fibers and technologies, so as to build a better reputation and loyalty.
- Focusing on the demand and expectations of target consumer (i.e. Millennials and Gen Z) to maximize sales and profits.
- Producing a range plan based on the WGSN Connected trend, and Burberry's brand strategy.
- Visualizing how the collection can be styled with other Burberry items, which aims to increase purchase intent of customers.
- In 2023, we aim to reach GBP 850 million in Burberry womenswear (Strategic Report, 2021).

TIMELINE



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Product Category: Tops	Stella McCartney x Adidas	Balmain x Prada	Fendi x Pila
Product Image			
Product Description	Sports Bra	Long-sleeved T-shirt	High Neck Sweater
Season	Fall 2021	Spring 2022	Fall 2021
Price	\$100	\$100	\$100
Colors Options	1	1	1
Fabric Composition	100% Recycled Polyester 100% Cotton	100% Polyester 100% Cotton	100% Wool
Care Instructions	Machine Washable	Hand Wash	Hand Wash
Size Range	XS - XXL	XS - XL	XS - XL
Product Category: Bottoms	Stella McCartney x Adidas	Balmain x Prada	Fendi x Pila
Product Image			
Product Description	Crop Pants	Urban Bomber Jacket	Bomber Jacket
Season	Fall 2021	Fall 2021	Fall 2021
Price	\$100	\$100	\$100
Colors Options	1	1	1
Fabric Composition	100% Cotton 100% Recycled Polyester	100% Cotton	100% Wool
Care Instructions	Machine Washable	Hand Wash	Hand Wash
Size Range	XS - XL	S - XL	XS - XL
Product Category: Bottoms	Stella McCartney x Adidas	Balmain x Prada	Fendi x Pila
Product Image			
Product Description	Leggings	Red Shorts	High Neck Turtleneck
Season	Fall 2021	Fall 2021	Fall 2021
Price	\$100	\$100	\$100
Colors Options	1	1	1
Fabric Composition	100% Polyester (Recycled) 100% Cotton	100% Cotton	100% Cotton
Care Instructions	Machine Washable or Dry Clean	Hand Wash	Hand Wash
Size Range	XS - XL	S - XL	XS - XL

COMPETITOR
RESEARCH

PRADA

FENDI
ROMA

Supreme



LV



Dior

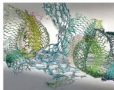
ALEXANDER WANG

THE NORTH FACE
GUCCI

Trend Inspirations



CONNECTED
S/S 2022 WGSN





Logo Cotton Hoodie

Price: £280.00
Ref: BN2022001
Size Range:XS - XXL
Composition: 100% mechanically recycled cotton



Logo Bra Top

Price: £180.00
Ref: BN2022002
Size Range:XXXS-XXL
Composition:72% recycled polyester, 28% spandex



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Logo Cotton Skirt

Price: £170.00
Ref: BN2022003
Size Range: XXXS-XXL
Composition: 100% mechanically recycled cotton



Logo Sheer Trouser

Price: £260.00
Ref: BN2022004
Size Range:XS-XL
Composition:88% recycled polyester, 14% elastane





Silver Top

Price: £280.00
Ref: BN2022005
Size Range: XXS-XXL
Composition: 100% recycled
and antibacterial nylon



Logo Body Suit

Price: £220.00
Ref: BN2022006
Size Range: XXS-XXL
Composition: 77% recycled
polyester, 23% elastane



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Sheer Coat

Price: £690.00
Ref: BN2022007
Size Range: XS-L
Composition: 100% recycled
polyester



Logo Loose Trench

Price: £1290.00
Ref: BN2022008
Size Range: XXS - XL
Composition: Silver: 100%
recycled and antibacterial
nylon; Honey: 100% cotton





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BURBERRY

From the Strategic Report (2021), three key brand development areas were identified for all strategic concepts:

- Promoting a sustainable luxury market
- Targeting Millennials and Gen Z
- Pushing boundaries to open new market opportunities

Burberry x Nike's latest collection seeks to address these areas in addition to growing revenue and footfall in order to achieve the brand's strategic growth.

Collaborating with Sportswear

Collaborations between sportswear and luxury brand open the door to satisfy modern consumers' desire to be both comfortable and stylish.

Sustainable Fibres

The collection uses sustainable fibres, such as recycled cotton, polyester and nylon, to achieve the brand sustainability objectives.