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Take our survey to help us meet this goal."About This Company" data & logos provided byThis data is based on 24 survey responses. Born from innovation, Burberry is a global luxury brand with arichBritish heritage. Founded in 1856, our brand is underpinned by our founders passion for the outdoors. Thomas Burberry invented the innovative rain-ready fabric gabardine to protect explorers from the elements. In doing so, he created the foundation for the iconic Burberry trench coat, which remains core to the business even today. Guided by our history of exploration andour sharedbelief that creativity opens spaces, our purpose is to unlock the power of imagination to push boundaries and open new possibilities for our people, our customers and our communities. As a values-driven brand, we are committed to creating the next generation of sustainable luxury and believe that diversity, equity and inclusion are essential to fulfilling our purpose. Fostering an inclusive culture where differences are valued and embraced enables us to be more creative, engaged and make a more meaningful contribution to the world around us. To discover more about our brand values, visitBurberryplc.com 1,120,511 followers 3d We are delighted to celebrate our graduating scholars from Central Saint Martins, University of The Arts London, including BA Fashion Communication student, Orien Hough, and BA Graphic Communication Design student, Syed Murshed.Since 2020, Burberry has partnered with Central Saint Martins in London on a Creative Arts Scholarship Programme to support the next generation of creative leaders. The scholarships provide more equal access to creative arts programmes by assessing applicants on the basis of financial need as well as academic merit.Oriens final project Light Pressure explores colour through a series of photographs and invites viewers to consider the participatory perception of colour within people as well as around us. Syeds project Pitter Patter explores the multi-faceted nature of identity, with a corrugated iron umbrella covering a house shaped ring that unites both his grandmas village roof from Bangladesh with a symbol that represents the unpredictability of British weather.Discover more about how we nurture young talent here: 1,120,511 followers 4d Introducing ourChinese Valentines Day campaign: Love, unexpected. Our campaign starts as all great love stories do: a couple, a meet-cute and unpredictable weather. In two films, our brand ambassadors Wu Lei and Zhang Jingyi find joy in spontaneous moments outdoors, when a gust of wind or a sudden downpour lead to unexpected gestures of love.Watch both campaign films and discover more about our Chinese Valentines Daycollection here: 1,120,511 followers 5d Introducing Back to School, our new Winter 2025 collection taking childrenswear from the playground to the classroom in style. From corduroy clothes and quilted jackets to cashmere scarves and practical backpacks, the iconic Burberry Check adds expression to the school uniform. Heritage inspired outerwear also layers over cosy jumpers knitted with our Thomas Bear and seasonal Big Ben design, bringing together mini iterations of our house codes and signatures alongside playful new prints.Discover the collection here: 1,120,511 followers 6d Edited The Burberry Check takes flight at The Newt in Somerset.As part of our summer takeover of the award-winning luxury estate, the design codes of both The Newt and Burberry have been woven throughout bespoke guest experiences, including within a Burberry Check hot-air balloon.The experience recalls our heritage of outfitting aviators, including hot-air balloonists in the early 20th century like Air Commodore Edward Maitland who wore Burberry gabardine suiting in 1908 while setting a new British long-distance, inflight record.To discover more about our heritage, please click here: 1,120,511 followers 1w "Over the past year, we have moved from stabilising the business to driving Burberry Forward with confidence. The improvement in our first quarter comparable sales, strength in our core categories, and uptick in brand desirability gives us conviction in the path ahead. Our Autumn 2025 collection is being well received by a broad range of luxury customers as it arrives in stores. Although the external environment remains challenging and we are still in the early stages of our transformation, we are encouraged by the initial progress we are starting to see. - Joshua Schulman, Chief Executive Officer Read our FY26 Q1 Trading Update here: 1,120,511 followers 1w This festival season, our new collection of accessories reflect our heritage of outdoor adventure.New Highland handbags come in jacquard-woven Burberry Check with a coated finish for unpredictable British weather, while curved crossbody bags in Burberry Check and quilted Horseshoe styles are inspired by rainwear. Festival looks are complete with our Terrace and sporty-mesh Matrix sneakers, or Marsh Stamp boots in Burberry Check designed for whatever the skies bring.Discover our Summer Styles here: 1,120,511 followers 1w We are excited to welcome actor, Wu Lei, to the Burberry family as our latest brand ambassador.With over two decades in the spotlight, Wu has become one of Chinas most influential young actors, known for a diverse body of work. Wus performances have earned him both critical and popular acclaim, particularly in The Long Ballad, Love Like the Galaxy, and Amidst a Snowstorm of Love.Wu Lei commented, Its an honour to work with Burberry. As a brand built on a rich heritage, Burberry has become a true icon of fashion. Its steadfast dedication to its classic roots combined with a fearless spirit of innovation, results in pieces that never fail to amaze. I look forward to discovering what well createtogether. 1,120,511 followers 3w At Burberry, we believe in providing opportunities for young people to showcase their creativity and build a rewarding career in the fashion industry.As Principal partner of The BRIT Schools Fashion, Styling and Textiles course, we were delighted to celebrate young creatives by showcasing the final-year student projects at our London headquarters. Featuring garments created with surplus Burberry materials to handmade shoes crafted in upcycled leather and orange peel, digital presentations and hand-felted pieces, the showcase incorporated a range of mediums, championing creativity, circularity and craftsmanship.Alexandra McCauley commented: We are so proud to partner with The BRIT School for their Fashion, Styling and Textiles course, and to celebrate the creativity and excellence of their students at Horseferry House. The calibre of work that we witnessed at the showcase was incredible and a real testament to why supporting creative institutions is so important, not only for the preservation of craftsmanship and the nurturing of creativity, but for the future of our industry. We look forward to continuing our partnership and welcoming the School back to our headquarters soon.Discover more about the showcase here: 1,120,511 followers 1mo Edited Last week, we came together with our partner, The BRIT School, to celebrate young creatives by showcasing the final-year projects of the Fashion, Styling and Textiles students, a course which Burberry has supported for the past two years. Held at our London headquarters, Horseferry House, the showcase offered a unique opportunity for the students to share their skills and network with industry professionals across the business. Our Burberry Chief People Officer, Alexandra McCauley, also announced the winners of the annual Burberry Stepping Stones Bursary Prize; a cash prize that offers two graduating Year Thirteen students financial support as they embark on creative careers.At the heart of our partnership is a shared commitment to providing opportunities for young people to showcase their creativity and build a rewarding career in the fashion industry.Discover more about the showcase here: Interactive chart of Burberry Group (BURBY) annual worldwide employee count from 2013 to 2025. Burberry Group total number of employees in 2025 was 8,459, a 9.39% decline from 2024. Burberry Group total number of employees in 2024 was 9,336, a 1.47% increase from 2023. Burberry Group total number of employees in 2023 was 9,201, a 0.99% decline from 2022. Burberry Group total number of employees in 2022 was 9,293, a 0.64% increase from 2021. Burberry Group Annual Employee Count 2025 8,459 2024 9,336 2023 9,201 2022 9,293 2021 9,234 2020 9,892 2019 9,862 2018 9,752 2017 9,828 2016 10,613 2015 10,309 2014 9,698 2013 8,867 2012 N/A Sector Industry Market Cap Revenue Retail/Wholesale Retail - Apparel & Shoes $6.630B $3.139B Burberry Group plc is engaged in the designing, sourcing, manufacturing and marketing of luxury clothing and non-apparel accessories. The Company's products include outerwear, fragrance and beauty products, eyewear, watches, trench coats, small leather goods, handbags, totes and mufflers, scarves, shoes, belts and jewellery. It sells through a diversified network of retail, digital, wholesale and licensing channels worldwide. Burberry Group plc is headquartered in London, the United Kingdom. Share copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. British luxury fashion houseFor the shrub, see Barberry.Burberry Group plcBurberry's flagship boutique store on Fifth Avenue in Midtown ManhattanCompany typePublic limited companyTraded asLSE:BRBYFTSE 250 componentISINGB0031743007IndustryFashionFounded1856; 169years ago(1856) in Basingstoke, EnglandFounderThomas BurberryHeadquartersLondon, England, UKNumber of locations418 (2022)Area servedWorldwideKey peopleGerry Murphy (chairperson)[1]Joshua Schulman (CEO)Daniel Lee (CCO)[2]ProductsReady-to-wearhandbagsleather accessoriesfootwearRevenue 2,968 million (2024)[3]Operating income 418 million (2024)[3]Net income 271 million (2024)[3]Number of employees9,169 (2024)[3]Websiteburberry.comBurberry Group plc is a British luxury fashion house established in 1856 by Thomas Burberry and headquartered in London, England.[4] It designs and distributes ready to wear, including trench coats, leather accessories, and footwear. It is listed on the London Stock Exchange and is a constituent of the FTSE 250 Index.Burberry was founded in 1856 when 21-year-old Thomas Burberry, a former draper's apprentice, opened his own store in Basingstoke, Hampshire, England.[5] By 1870, the business had established itself by focusing on the development of outdoors attire.[5] In 1879, Burberry introduced gabardine to his brand, a hardwearing, water-resistant yet breathable fabric, in which the yarn is waterproofed before weaving.[6] In 1891, Burberry opened a shop in the Haymarket, London.[5]Burberry checkIn 1901, the Burberry Equestrian Knight logo was developed containing the Latin word "Prorsum", meaning "forwards", and it was registered as a trademark in 1909.[5] In 1911, the company became the outfitters for Roald Amundsen,[5] the first man to reach the South Pole, and Ernest Shackleton, who led a 1914 expedition to cross Antarctica. A Burberry gabardine jacket was worn by George Mallory on his attempt on Mount Everest in 1924.[7]Adapted to meet the needs of military personnel, the "trench coat"[5] was born during the First World War; it was worn by British officers in the trenches.[8] After the war, it became popular with civilians.[9]A Burberry factory in Basingstoke producing trench coats, 1918The Burberry check has been in use since at least the 1920s, primarily as a lining in its trench coats.[5] The celebrity motorcycling sisters Betty and Nancy Debenham wore their trench coats for travelling and racing in the 1920s and recommended the garment in their 1928 book Motor-Cycling for Women.[10][11] Burberry also specially designed aviation garments. They outfitted Mrs Victor Bruce for her 1930 round the world flight and her one woman flight to Japan. She wore a reversible coat with waterproof gabardine outside for flying and with a tweed inner side which could be turned outside to create a smart look for disembarking under the glare of the publicity her exploits attracted.[10] In 1937, A. E. Clouston and Betty Kirby-Green broke the world record for the fastest return flight from London to Cape Town in The Burberry airplane that was sponsored by the brand.[12][10] Burberry was an independent family-controlled company until 1955, when Great Universal Stores (GUS) assumed ownership.[13]During the 1970s and 1980s, Burberry signed agreements with worldwide manufacturers to produce goods complementary to the existing British collection, such as suits, trousers, shirts, sportswear and accessories, for men, women, and children. These products, designed under the strict control of headquarters in London, were produced and distributed through independent retail stores worldwide as well as through the Burberry stores, and contributed to the growth of the brand in sales and profits through to the late 90s, although the full extent of sales was not apparent in the parent company accounts since much was done through licensed agreements. The company had signed Lord Lichfield as photographer, Lord (Leonard) Wolfson was Chairman and Stanley Peacock OBE Managing Director.[14] In 1997, GUS director Victor Barnett became chairman of Burberry, hiring Rose Marie Bravo to execute a corporate reorganization and restoration of the brand as a luxury fashion house.[15][16] Barnett led the company up to its successful IPO in 2001.[17]In May 2001, Christopher Bailey joined Burberry as creative director.[18][19] Bailey was the chief creative officer from 2014, as well as chief executive (CEO) from 2014 until November 2017.[20][21] Bailey stepped down as chief creative officer in March 2018 and had departed the brand completely by the end of 2018.[22]The "Equestrian Knight" logo (19992018)Between 2001 and 2005, Burberry became associated with "chav" and football hooligan culture. This change in the brand reputation was attributed to lower priced products, the proliferation of counterfeit goods adopting Burberry's trademark check pattern, and adoption by celebrities prominently identified with "chav" culture. The association with football hooliganism led to the wearing of Burberry check garments being banned at some venues.[23]Burberry Group plc was initially floated on the London Stock Exchange in July 2002. GUS divested its remaining interest in Burberry in December 2005.[24][25] In 2005, Sanyo-shokai was the Burberry ready-to-wear licence holder in Japan, with retail value of 435 million.[26]In 2006, Rose Marie Bravo, who as chief executive had led Burberry to mass market success through licensing, retired.[27] She was replaced by another American, Angela Ahrendts,[28] who joined from Liz Claiborne in January 2006, and took up the position of CEO on 1 July 2006. Ahrendts and Bailey successfully turned around the then chav-like reputation that the brand had acquired at the end of Bravo's tenure and the cheapening effect of the brand's omnipresence, by removing the brand's check-pattern from all but 10% of the company's products, taking the fragrance and beauty product licenses back in-house and buying out the Spanish franchise that was worth 20% of group revenues.[29][18][30][31]Burberry Chicago flagship store on the Magnificent Mile, built in 2012Burberry first sold online in the US, then in the UK in October 2006, and in the rest of the EU in 2007.[32]It was reported in 2012 that Ahrendts was the highest paid CEO in the UK, making 16.9m.[33]In October 2013, it was announced that Ahrendts would take up the position of Senior Vice President of retail and online at Apple, Inc. from April 2014, and would be replaced as CEO by Bailey.[34][35] During her tenure, sales increased to over 2 billion, and the market capitalization more than tripled to 7 billion.[36] Burberry promotes its British origins; as of July 2012, Burberry maintained two production facilities in Great Britain, one in Castleford producing raincoats, and one in Keighley.[37] In spring 2014, Bailey became CEO of Burberry and retained the role of chief creative officer.[35] His basic salary was 1.1m, with total compensation of up to 10m a year depending on sales targets being met.[38]In July 2016, it was announced that Celine boss Marco Gobbetti would become CEO of Burberry plc, while Bailey became the Creative Director with the title of President.[39][40] In 2016, the label launched its "Mr Burberry" fragrance.[41]Cape by Bailey at The Met's exhibit, Camp: Notes on FashionIn early May 2017, the store announced it was moving 300 employees from London to Leeds. In July 2017, Gobbetti replaced Bailey as CEO.[41] In March 2018, Burberry named Riccardo Tisci, creative director at Givenchy from 2005 to 2017, as the brand's chief creative officer.[42] He said: "I am honoured and delighted to be joining Burberry as its new chief creative officer and reuniting with Marco Gobbetti. I have an enormous respect for Burberry's British heritage and global appeal and I am excited about the potential of this exceptional brand."[43]A few months later, Tisci presented a new logo and monogram for the brand, designed by the English graphic designer Peter Saville.[44][45]The interlocking TB monogram, which pays homage to founder Thomas Burberry, debuted in 2018.[46]In April 2018, it was announced that Sir John Peace would be stepping down as chairman of the board and would be replaced by as chairman by Gerry Murphy.[47][48] Murphy said: "Burberry is a unique British brand that I have admired for a long time and I am looking forward to working with Marco Gobbetti and the Board to guide the company through its next phase of growth."[49]Murphy had been CEO of Kingfisher plc, as well as being current chairman of Tate and Lyle and Blackstone Group International Partners LLP.[50] Peace's departure marked a change in leadership for the group, with Gobetti and Ahrends having left in the previous years.[51][52]In May 2018, it was reported that Burberry had filed a lawsuit against Target Corporation, claiming that Target had copied its check print designs and was seeking an amount of $2 million, in addition to its legal costs.[53][54]In July 2018, it was reported that in the previous five years Burberry had destroyed unsold clothes, accessories, and perfume worth over 90m in order to protect its brand and prevent the items being stolen or sold cheaply. While a representative of Greenpeace criticised the decision, Burberry claimed that the energy generated from burning its products was captured, making it environmentally friendly.[55][56][57] According to Burberry's annual report, by the end of the financial year 2018, the company had destroyed goods worth 28.6m, an increase on the 26.9m from its financial year 2017.[58] In September 2018, Burberry reported that it would stop the practice of burning unsold goods, with immediate effect. Burberry also announced it would stop using real fur in its products, and would phase out existing fur items.[59]In February 2019, Burberry apologized for showcasing a hoodie with a noose around the neck in its show at the London Fashion Week. Burberry said it had removed the item from its collection, after criticism from one of its own models led to an online backlash.[60]The classic check pattern on a Burberry jacket and skirt, modeled by Mina HabchiIn February 2020 Burberry was forced to close 24 of its 64 Chinese mainland stores because of the COVID-19 pandemic.[61] By July 2020, the company announced it would cut 500 jobs worldwide, including 150 in its UK head offices, in an effort to save 55 million following a reduction in sales due to the COVID-19 pandemic.[62] In 2021, Burberry announced that it would become a "climate positive" company by 2040.[63][64][65][66] The fashion brand also announced that it would commit to a new target to reduce supply chain emissions (i.e. assets not owned or controlled by the reporting organisation) by 46% by 2030, an increase from an earlier pledge of a 30% reduction.[67][68] In March 2021, Burberry was the first luxury brand to be targeted in China as part of the backlash regarding sanctions against the alleged human rights abuses in Xinjiang.[69] Brand ambassador and Actress Zhou Dongyu terminated her contract with Burberry.[70]In April 2022, after the departure of Marco Gobbetti, the Versace boss Jonathan Akeroyd took over Burberry as the next chief executive in a deal including a 6m golden hello to cover the loss of bonus and share awards for leaving his previous position.[71][72]In July, 2022, Burberry announced Thai artist Vachirawit Chivaaree as their first Global Brand Ambassador from the South Asia-Pacific Region.[73][74][75][76][77][78]Later in 2022, the company's chief operating and financial officer announced a ban on the use of exotic skinssuch as alligator and snakein its collections.[79][80][81] In September 2022, Burberry announced designer Daniel Lee, former creative director of Bottega Veneta,[82] as Riccardo Tisci's replacement as the company's chief creative officer.[83][84][85][86]In February 2023 a new logo and branding was introduced: this brought back the Equestrian Knight logo.[87][88] The advertising campaign features British models and musicians Shygirl, Liberty Ross and Skepta.[89][90][91][92][93][94][88]In April 2023, rapper Kano fronted a Burberry marketing campaign introduced by Lee in February 2023.[95][96][97][98][99] The new direction was phrased as "a modern take on British luxury".[100][101] In October 2023, Burberry collaborated with Vestiaire Collective on a new circular style project. This partnership would allow customers to exchange their second-hand Burberry clothing and handbags for a Burberry gift card, which they could reinvest in the brand, with the aim of promoting resale and reducing clothing waste.[102]Research by the social democratic party in the European Parliament, the Sheffield Hallam University and other groups accused Burberry in 2023 of using Uyghur forced labour camps provided by the Sunrise Manufacture Group Co. for production of clothing.[103]Burberry store in ZagrebIn July 2024, the company announced a profit warning and the departure of its chief executive Jonathan Akeroyd, to be replaced by Joshua Schulman.[104] The company also reported significant sales declines across its markets in the first quarter, with store sales dropping 23% in the Americas and Asia Pacific, and 16% in Europe, the Middle East, India and Africa. The company's shares fell 15% following the announcement, and it suspended dividend payments. Burberry also revealed plans for job cuts, primarily in its UK corporate office.[105]In November 2024, Burberry launched a 40 million cost-cutting program, aiming to stabilize the brand and refocus on its core outerwear and iconic trench coats. As part of the turnaround, Burberry planned to cut 40 million annually, with 25 million expected in the 2025 financial year. Though the company refrained from specifying job cuts, it confirmed it was streamlining office teams. Schulman also introduced a new outerwear campaign and appointed new managers in key divisions. Burberry's shares rose 16% following the announcement, as investors responded positively to the plan.[106]In May 2025, the company announced plans to reduce the company's employee headcount by up to 1,700 jobs.[107] The reduction is part of wider plans to reduce costs of 60 million by the end of 2027.[107]Music has been integral to the Burberry story since Christopher Bailey's tenure as Chief Creative Officer when he established Burberry Acoustic, a platform championing emerging musicians and showcasing his love for music.[108][109]On 30 November 2022, in an episode of All Elite Wrestling's (AEW) Dynamite, the reigning champion Maxwell Jacob Friedman ('MJF'), who had won the title at Full Gear on 19 November, discarded the standard AEW World Championship belt, calling it trash, and unveiled his own custom version, which he dubbed the "Big Burberry Belt", or Triple-B for short. It featured the exact same design as the standard belt; however, the leather strap was brown and fashioned in Burberry's trademark check pattern to match MJF's signature Burberry scarf.[110][111]On 29 March 2023, a Burberry tote was used in an episode from Succession.[112] Google searches for Burberry and the "Burberry tote bag" rose by more than 310% after the episode aired.[113][114][115][116]19992018[117]19992018[118]20182023[119][120]20182023[121]since 2023[122]since 2023 (coloured)[123]since 2023[124]^ "Fashion house Burberry appoints Gerry Murphy as chairman". Financial Times. 13 April 2018. Retrieved 5 May 2023.^ Scott, Fiona Sinclair (21 February 2023). "Burberry's Daniel Lee makes his big debut at London Fashion Week". CNN.^ a b c d "Annual Report 2024" (PDF). Burberry. Retrieved 9 February 2025.^ "Burberry: The History and Heritage of the Iconic Luxury Brand". Luxity. 9 October 2019. Retrieved 25 February 2022.^ a b c d e f g "Burberry History". Burberryplc.com. 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