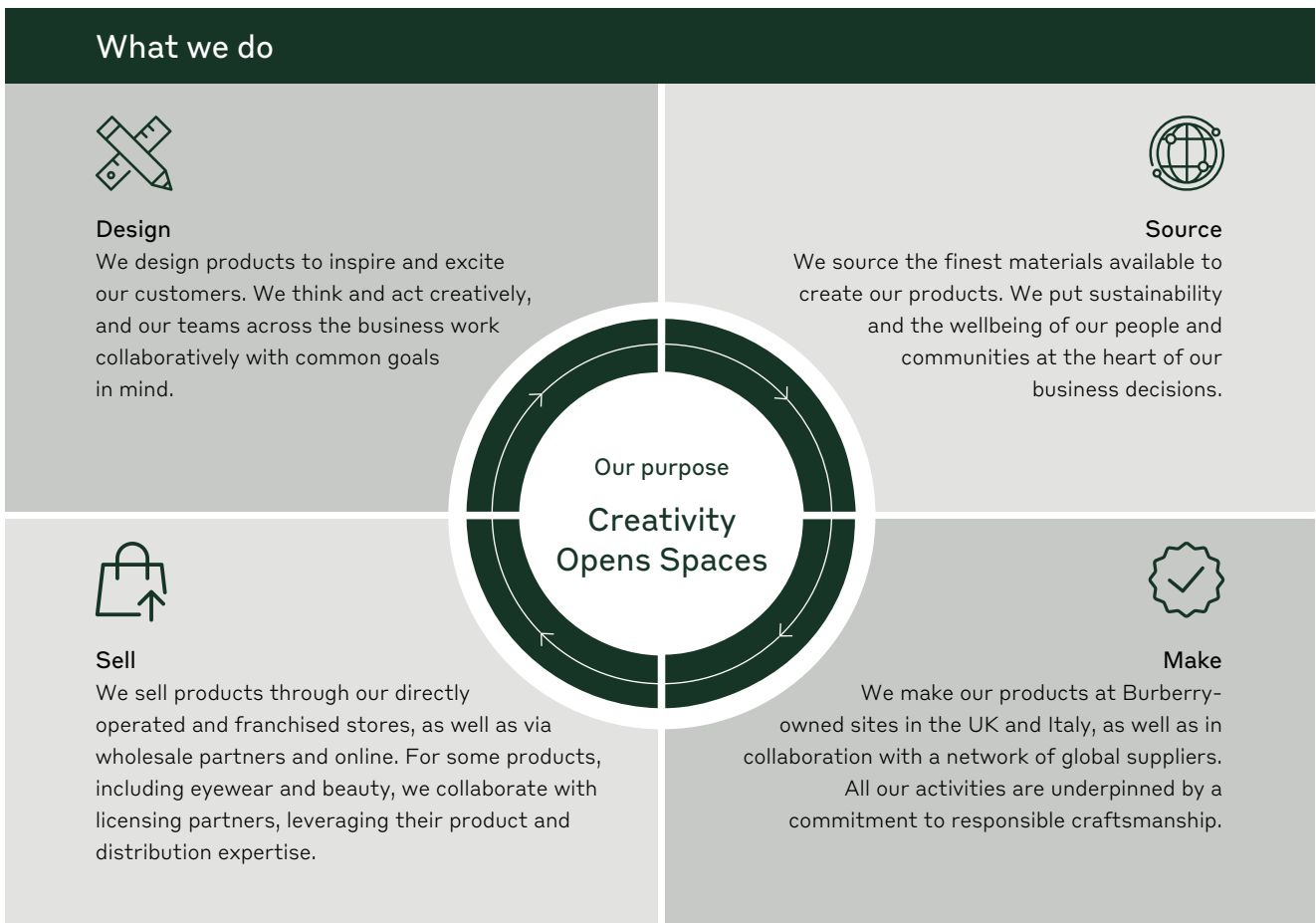


Business Model

Born from innovation, Burberry is a global luxury brand with a rich British heritage.



What makes us different

Purpose-driven people

We are an open, inclusive and caring employer. We believe our people's diversity of skills, background and life experiences fuel innovation. Today, our colleagues represent 140 nationalities across 34 countries and territories.

A global luxury brand with a rich British heritage

Our identity is intrinsically linked to our British heritage and the 167-year-old legacy of our founder. With the invention of gabardine in 1879, Thomas Burberry established our brand as an outerwear pioneer driven by creativity. We build on this today.

Delivering growth while playing a positive role in society

Customers

We create opportunities for our customers to explore the world of Burberry and discover our products. We engage with our customers both in-store and online, building a sense of community through memorable experiences.

People

We put our people at the heart of what we do and strive to provide a rich and rewarding colleague experience in a workplace where our people can express their creativity and bring their best and true selves to work. We also seek to have a positive impact on people in our external supply chain.

Communities

We play a positive role in society by contributing to local economies. We support communities through direct partnerships and in collaboration with relevant organisations.

Environment

We are committed to being a responsible business. We innovate to reduce our environmental impact and collaborate with our industry peers to create a more sustainable future for luxury fashion.

Shareholders

We aim to provide return on investment and create sustainable long-term value for our shareholders. To achieve this, we focus on: revenue growth, operating profit margin accretion and capital efficiency.

Unique supply chain rooted in British craftsmanship

We combine traditional craftsmanship and innovative manufacturing techniques to create products that are designed to stand the test of time.

We weave gabardine and manufacture our Heritage Trench Coats at our sites in Yorkshire, where we employ more than 700 people. Our cashmere scarves are made in Scotland and we oversee all aspects of the manufacture of our leather goods products at our centre of excellence in Tuscany.

Digital pioneer with global retail footprint

We offer retail experiences aligned to our brand vision through our global network of stores. We make Burberry available whenever and wherever our customers wish to engage with our brand. We seek to deliver customer service of the highest standard.