

# BURBERRY NORDSTROM

## NEW CONCEPTS@NORDSTROM LAUNCHES CONCEPT 019: BURBERRY



**3 NOVEMBER 2022**

Burberry and New Concepts@Nordstrom announce Concept 019: Burberry, the latest iteration of New Concepts celebrating the power of curiosity and the adventurous spirit of exploring the unknown with an exclusive capsule collection launch and series of in-store installations.

'New Concepts@Nordstrom is centered around discovery, and we are thrilled to be partnering with Burberry to offer our customers the opportunity to unveil an exclusive collection'

**Sam Lobban, EVP GMM of Apparel and Designer at Nordstrom**

'We're delighted to partner with Nordstrom to unveil our special pop-up and exclusive collection as part of New Concepts. Celebrating the spirit of adventure – an ethos that is at the core of Burberry's pioneering heritage – Concept 019 offers customers the unique opportunity to explore an entirely new collection highlighting outerwear and festive dressing'

**Sarah Lubas, VP of Wholesale - Americas at Burberry**

Concept 019 highlights an exclusive collection centred around the outerwear capsule collection and evening wear. Exploration has been synonymous with the Burberry story from the very beginning with the brand's founder Thomas Burberry creating outerwear that combined creativity and curiosity. Today, Burberry continues to strive forward with the same mindset, creating outerwear pieces that empower the wearer to go beyond the unknown and embark upon unique and exciting adventures.

The capsule range features refreshed takes on Burberry icons including chevron check and the Burberry Night Check – the latest iteration of the house's signature pattern. Inspired by the natural world and the bright wonder of a starry night, the collection's colour palette is grounded in navy with metallic accents symbolising the night sky and constellations. The collection offering includes an assortment of ready-to-wear and accessories for men, women and children –featuring outerwear styles such as trench coats and puffer jackets to separates including graphic T-shirts, knitwear, tailoring, bags, shoes and scarves. Adding playful duality is an array of elegant and modern metallic pieces, including sequined dresses, embossed shoes, accessories and crystal-embellished jewellery.

Embodying the spirit of the outdoors in celebration of the collection launch, the in-store installation evokes the feeling of a cosy cabin. Soft forms replicating deep layers of snow surround the facade of the space, each stamped with the Thomas Burberry Monogram in ode to the house's founder. The pop-ups include a cable car with its cable reaching into the distance.

To be unveiled in December, the store will also feature a restored trench coat collection of carefully sourced menswear and womenswear trench coats from around the world, hand-selected and authenticated by the Burberry's archive team. Each piece has been dry-cleaned, reproofed and restored in Castleford, Yorkshire, in the UK where Burberry heritage trench coats continue to be woven to this day.

Concept 019: Burberry is available online from 3 November until the end of January at [Nordstrom.com/](https://www.nordstrom.com/) [NewConcepts](https://www.nordstrom.ca/) and [Nordstrom.ca/NewConcepts](https://www.nordstrom.ca/) as well as eleven retail locations.

Click [here](#) for images

## **NOTES TO EDITORS**

### **LOCATIONS**

Nordstrom Downtown Seattle (Seattle, WA); Nordstrom Men's Store NYC (New York); Nordstrom South Coast Plaza (Costa Mesa, CA); Nordstrom Pacific Centre (Vancouver, BC, Canada); Nordstrom Michigan Avenue (Chicago, IL); Nordstrom Topanga (Los Angeles, CA); Nordstrom Fashion Valley (San Diego, CA); Nordstrom Valley Fair (San Jose, CA); Nordstrom Tysons Corner (McLean, VA); Nordstrom Aventura (Aventura, FL) and Nordstrom Santa Anita (Arcadia, CA).

### **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, Equestrian Knight Device, Burberry check and the Thomas Burberry Monogram and Print are trademarks belonging to Burberry.
- For more news: [www.burberryplc.com](http://www.burberryplc.com)

### **ABOUT NEW CONCEPTS**

New Concepts@Nordstrom is a platform to discover what is next and best in fashion through partnerships with the world's most exciting brands, as these unique collections come to life in custom-built environments at our flagship stores and online. The ongoing series of digital and physical pop-up shops invites customers to discover the newest products through exclusive partnerships.

### **ABOUT NORDSTROM**

Nordstrom, Inc. (NYSE: JWN) exists to help customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the centre of every decision they make. This heritage of service is the foundation they build on as they provide convenience and true connection for customers. Their digital-first platform enables them to serve customers when, where and how they want to shop – whether that's in store at more than 350 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through their Nordstrom and Rack apps and websites. Through it all, they remain committed to leaving the world better than they found it.