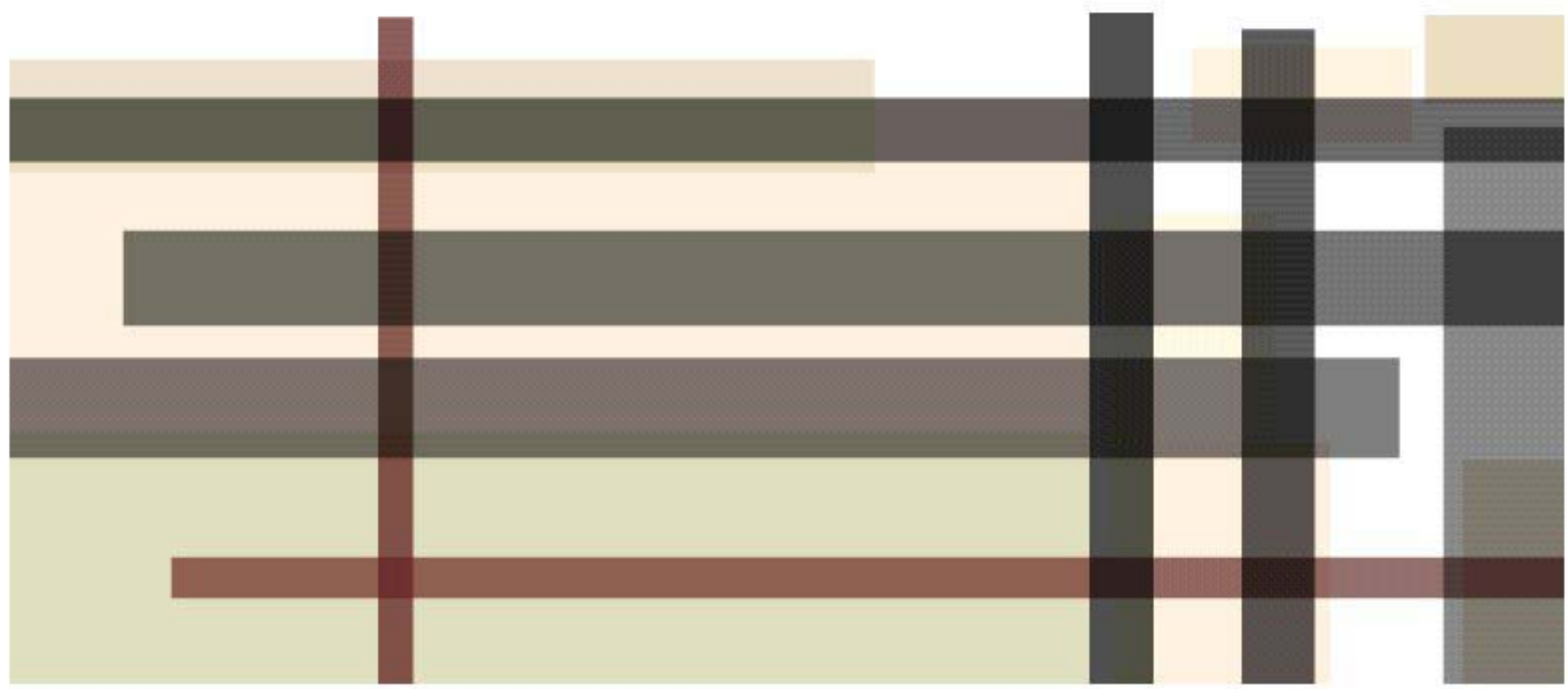


BURBERRY



BURBERRY

Store Locator

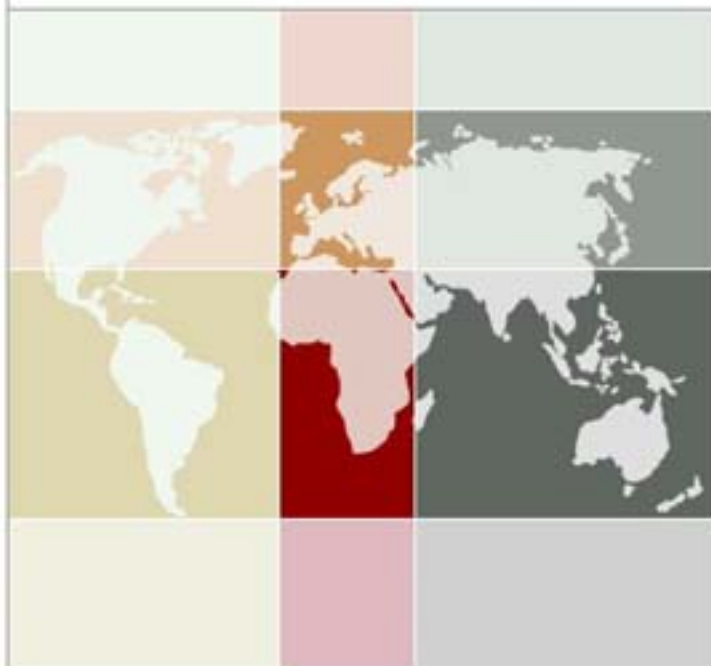
Features

History

Collections

Trademark Policy

Investors



France

Select City

Burberry has stores throughout the world where you can purchase our luxury goods and these can be found through this store locator. In the near future we will also be featuring our list of Burberry stockists. Please note that not all Burberry stores carry all collections

Please click on the map or choose from the above menus to find the closest store to you.

BURBERRY

Register

Store Locator

Features

History

Collections

Trademark Policy

Links



France

Select City  
Select City  
Paris

8 Boulevard Maiesherbes  
75008  
France  
+33 1 40 07 77 77

55 Rue De Rennes  
75006  
France  
+33 1 45 48 52 71

© Copyright Burberry Limited 2001 All Rights Reserved

BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors



France

Select City

Paris, France

8 Boulevard Malesherbes  
75008  
France  
+33 1 40 07 77 77

55 Rue De Rennes  
75006  
France  
+33 1 45 48 52 71

BURBERRY

Share Price Info

Corporate Info

Media

Reports and Presentations

Financial Info

Search

Privacy Statement



Alert

**Welcome to the Burberry email alert service.**

If you have already subscribed login here:

Email address:

Get Your Details



**1. Select the alerts that you'd like to receive**

- Press Releases
- Financial Calendar
- Reports and Presentations

**2. Your Contact Details**

Full name \*

You are a:

**3. Register**

Email address \*

Please use your email address as your login name in future for any required amendments.

Burberry and its associated companies may, from time to time, wish to use your registration details to send you further investor relations information concerning the company. Examples of such information include the publication of new financial reports.

YES

NO



BURBERRY

Register

Store Locator

Features

History

Collections

Trademark Policy

Links



If you would like to be notified of news updates, please fill in your details below.

Please enter your name:

Please enter your email address:

Press **submit**

© Copyright Burberry Limited 2001 All Rights Reserved







**BURBERRY**

[Store Locator](#)

[Features](#)

[History](#)

[Collections](#)

[Trademark Policy](#)

[Investors](#)

S/S 03 Advertising

[VIEW BURBERRY PRORSUM WOMENSWEAR A/W 03/04 FASHION SHOW](#) >>



© Copyright Burberry Limited 2003 All Rights Reserved

[Disclaimer](#)

BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors

S/S 03 Advertising

[VIEW BURBERRY PRORSUM WOMENSWEAR A/W 03/04 FASHION SHOW >](#)



© Copyright Burberry Limited 2003 All Rights Reserved

[Disclaimer](#)



BURBERRY

- Store Locator
- Features
- History
- Collections
- Trademark Policy
- Investors

S/S 03 Advertising

[VIEW BURBERRY PRORSUM WOMENSWEAR A/W 03/04 FASHION SHOW](#)



© Copyright Burberry Limited 2003 All Rights Reserved

[Disclaimer](#)







BURBERRY

Store Locator

**Features**

History

Collections

Trademark Policy

Investors



### Burberry Opens Flagship Store in New York (57th Street)

Burberry announced the opening of its new US flagship store in New York City. Located at 9 East 57th Street, the store, Burberry's largest worldwide, encompasses 24,000 square feet over six floors.

"New York is a pre-eminent fashion capital and 57th Street between Fifth and Madison is recognized as one of the most important luxury retail arenas in the world," stated Burberry Chief Executive Rose Marie Bravo. "We consider the establishment of this extraordinary flagship presence as a significant milestone in Burberry's growth strategy."

Showcasing the Burberry Prorsum and Burberry London

[← Back](#)



BURBERRY

Store Locator

**Features**

History

Collections

Trademark Policy

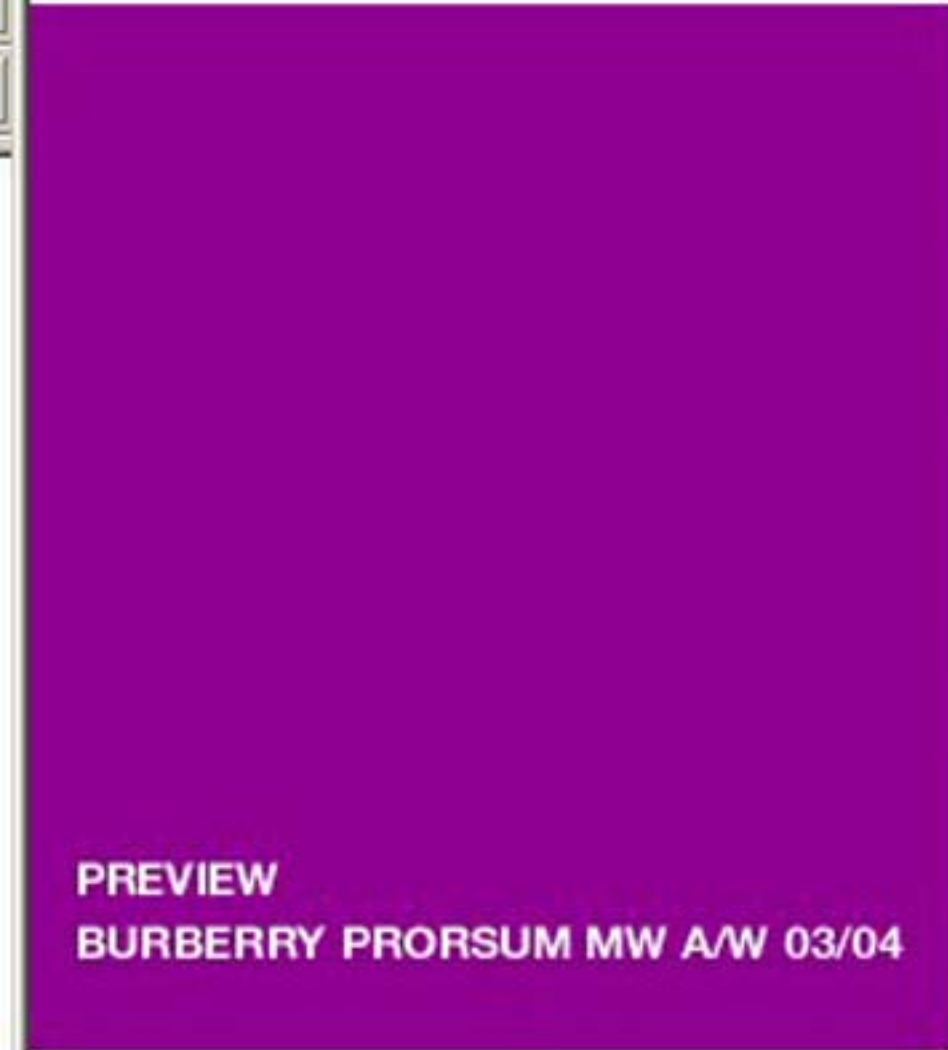
Investors



Please select from:

- Preview Burberry Prorsum MW A/W 03/04
- New Burberry Store in Spain
- Burberry to Open Store in Milan
- Burberry Opens Flagship Store in New York City





PREVIEW  
BURBERRY PRORSUM MW A/W 03/04



01



02



03



04



BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors

SPRING / SUMMER 2003

BURBERRY PRORSUM

**MEN**

WOMEN

BURBERRY LONDON

COLLECTION

BURBERRY PRORSUM VIDEO

MEN WOMEN





BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors

SPRING / SUMMER 2003

BURBERRY PRORSUM

MEN

WOMEN

BURBERRY LONDON

COLLECTION

BURBERRY PRORSUM VIDEO

MEN WOMEN



BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors

SPRING / SUMMER 2003

BURBERRY PRORSUM  
MEN  
WOMEN

BURBERRY LONDON  
COLLECTION

BURBERRY PRORSUM VIDEO  
MEN WOMEN





BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors

SPRING / SUMMER 2003

BURBERRY PRORSUM  
MEN  
WOMEN

BURBERRY LONDON  
COLLECTION

BURBERRY PRORSUM VIDEO  
MEN WOMEN



BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors

SPRING / SUMMER 2003

BURBERRY PRORSUM  
MEN  
WOMEN

BURBERRY LONDON  
COLLECTION

BURBERRY PRORSUM VIDEO  
MEN WOMEN



S/S 03



BURBERRY

[Store Locator](#)[Features](#)[History](#)[Collections](#)[Trademark Policy](#)[Investors](#)

1880

Thomas Burberry invented gabardine - a breathable fabric made using an innovative process where the yarn was waterproofed before weaving. This fabric was not only water-resistant but also extremely durable. A patent was taken out in 1888.



1890

In 1891, Thomas Burberry opened his first shop in London at the Haymarket, now the site of Burberry's corporate headquarters.

The officer's Tielocken Coat, designed by Burberry, was the forerunner to today's trench coat.

In 1901, Burberry was commissioned by the War Office to design a new service uniform for British officers.

1900



The Burberry Equestrian Knight logo was developed and registered as a trademark. This decade also saw the opening of stores in Paris and New York.

| 1850 | 1860 | 1870 | **1880** | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2001 | 2002 |

BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors



The Norwegian explorer, Captain Roald Amundsen was outfitted by Burberry when he became the first man to reach the South Pole on December 14, 1911. Amundsen left a Burberry gabardine tent to inform Captain Scott of his successful mission.



After Amundsen reached the South Pole, Ernest Shackleton was determined to be the first explorer to cross the Antarctic continent from coast to coast. He too was outfitted by Burberry in his 1914 expedition.

In 1914, Burberry adapted the design of military coats to accommodate the needs and equipment of the time.

1914



| 1850 | 1860 | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2001 | 2002 |

© Copyright Burberry Limited 2003 All Rights Reserved

[Disclaimer](#)

BURBERRY

Store Locator

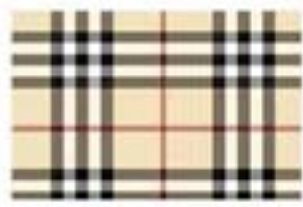
Features

History

Collections

Trademark Policy

Investors



# 1920

The Burberry Check, registered as a trademark, was introduced as a lining to the trenchcoat in 1924. Soon the red, camel, black and white check became synonymous with Burberry.

# 1930

Burberry also played an important part in aviation producing specially designed garments for aviators. A.E. Clouston and Mrs Betsy Kirby Green, made the fastest flying time to Cape Town from London in 1937. This air race was won by the pair in a De Havilland DH85 Comet sponsored by Burberry.



Burberrys

# 1940

| 1850 | 1860 | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2001 | 2002 |

BURBERRY

[Store Locator](#)

[Features](#)

**History**

[Collections](#)

[Trademark Policy](#)

[Investors](#)



BY APPOINTMENT TO  
HER MAJESTY THE QUEEN  
WEATHERPROOFERS  
BURBERRY LIMITED  
HAYMARKET LONDON

# 1960

The Burberry Check had been primarily used as a coat lining until a presentation in 1967 saw the trademark design applied to umbrellas, luggage and scarves.



# 1950

Burberry was first awarded the Royal Warrant from Her Majesty The Queen in 1955.

| 1850 | 1860 | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | **1950** | 1960 | 1970 | 1980 | 1990 | 2000 | 2001 | 2002 |



BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors



## 1970

Burberry opened a New York flagship store at East 57th Street.

## 1980

The 1980s were a period of retail expansion in the United States. Burberry complemented the New York flagship with store openings in San Francisco; Chicago; Boston; Philadelphia; Washington D.C.; Troy, Michigan; Manhasset, New York; Short Hills, New Jersey and Costa Mesa, California.



## 1997

In 1997, a new management team began to revitalise the brand with new design collections, new product ranges and a distinctive new advertising campaign. In February 1999, Burberry staged the first catwalk show for its collections during London Fashion Week and was honoured as British Classic Design Collection of the year.

| 1850 | 1860 | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | **1980** | 1990 | 2000 | 2001 | 2002 |

BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors



2000

Burberry Touch, the new fragrance for men and women was launched in 2000.



The dawn of a new decade re-established Burberry as an icon of enduring style. Burberry was again honoured in 2000 and 2001 by the British Fashion Council in both the Classic and Contemporary design categories.



In September 2000, the Burberry worldwide flagship opened on New Bond Street in London's West End. The design and ambience reflects the new spirit of Burberry, the original British luxury brand.

| 1850 | 1860 | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2001 | 2002 |

BURBERRY

[Store Locator](#)

[Features](#)

**History**

[Collections](#)

[Trademark Policy](#)

[Investors](#)

2001



In Autumn, Burberry refurbished and relaunched its Düsseldorf and Berlin stores. Burberry now has 5 locations in Germany with others in Hamburg, Frankfurt and Munich.



In October, Burberry opened a Los Angeles flagship on Wilshire Boulevard in Beverly Hills, Southern California.

| 1850 | 1860 | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | **2001** | 2002 |

© Copyright Burberry Limited 2003 All Rights Reserved

[Disclaimer](#)

BURBERRY

Store Locator

Features

History

Collections

Trademark Policy

Investors

2002



In March, Burberry opened a store in a historic Cast iron building in the SoHo district of New York City.

In August, Burberry established a flagship presence in Spain with the opening of its first store in Barcelona, located at the corner of Passeig de Gracia and Aragon.



| 1850 | 1860 | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2001 | 2002





BURBERRY

[Store Locator](#)

[Features](#)

[History](#)

[Collections](#)

**[Trademark Policy](#)**

[Investors](#)



### We blow the whistle on counterfeiters

We have used the Burberry check since 1924 and it is registered as a Trademark throughout the world. Our Burberry name and equestrian knight insignia are also registered trademarks.

Anyone who uses our name, our equestrian knight insignia or checks identical or confusingly similar to our Burberry check without our Permission is counterfeiting our trademarks and will hear from our Lawyers.

18-22 Haymarket London SW1Y 4DG

BURBERRY

Corporate  
Profile

Financials

Investor  
InformationResults &  
PresentationsNews  
Releases

Share Data

Search



### Burberry

Burberry is a distinctive luxury brand with international recognition and broad appeal. We design, source, manufacture and distribute high-quality apparel and accessories. Founded in Basingstoke, England, in 1856, we have a unique heritage associated with Great Britain and position ourselves as the authentic British lifestyle brand. From our founding, we have established a reputation for innovation, quality and style through developments such as the invention of gabardine, which we believe was the world's first weatherproof and breathable fabric, and the creation of iconic products, including the trench coat, and of the Burberry check.

Click here for the latest news



Click here if you would like to be notified of updates



BURBERRY

Store Locator

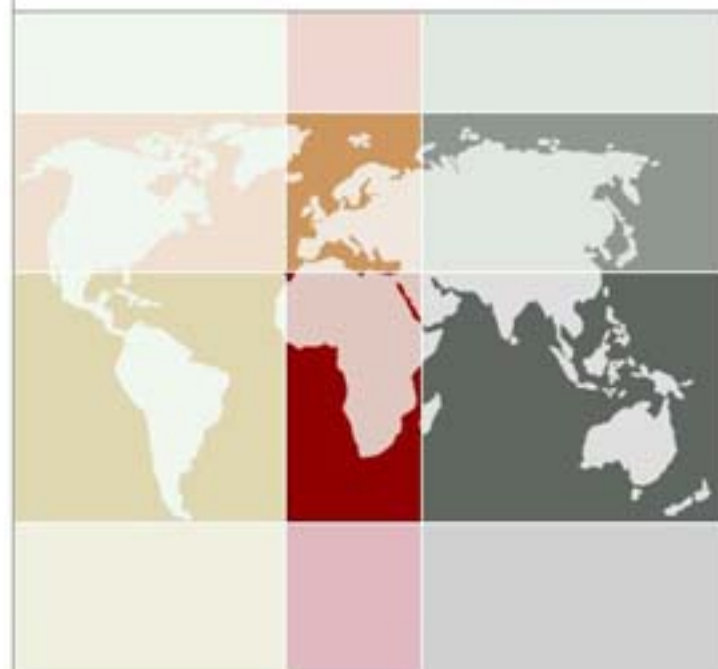
Features

History

Collections

Trademark Policy

Investors



Select country

Select country

France

Germany

Hong Kong

Japan

Spain

Switzerland

Taiwan

UK

USA

Country first

throughout the world where you can  
 goods and these can be found  
 locator. In the near future we will also  
 of Burberry stockists. Please note that  
 res carry all collections

Please click on the map or choose from the above menus  
 to find the closest store to you.



BURBERRY

Register

Store Locator

Features

History

Collections

Trademark Policy

Links

Autumn Winter 2001 Advertising



© Copyright Burberry Limited 2001 All Rights Reserved