



*A shift in mindset, a shift in values, a shift for the future?*

PAST

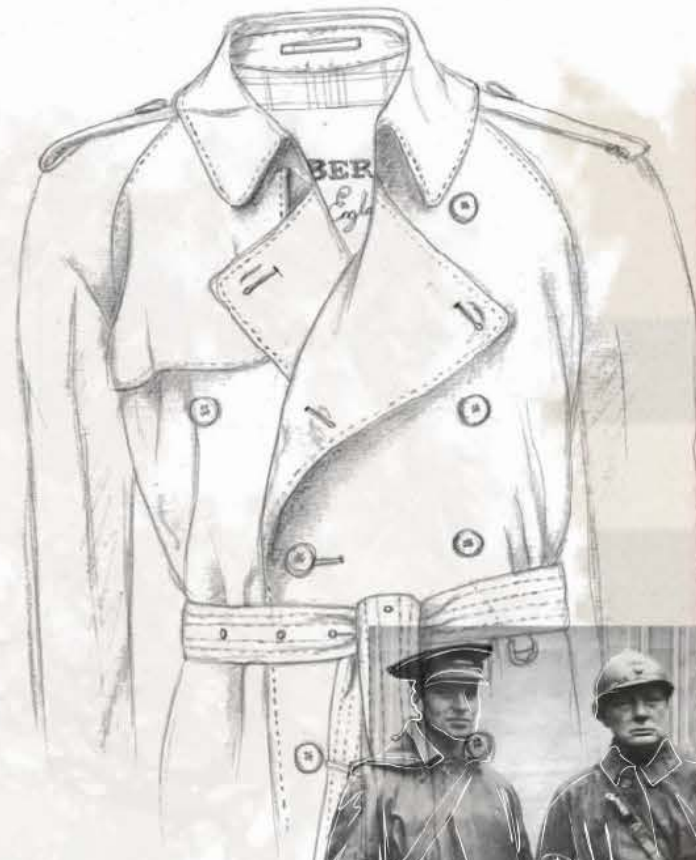
FUTURE



*Disposable clothing*

*Clothing is a luxury and when the pandemic hit so was being outdoors! Confined to our homes, realisation hits what's most important. Memories and not materials.*





Modern trench coats are reinvented with detachable layers, fabrics and fit for most seasons. Versatile and functional



### THE BURBERRY TRENCH-COAT

is a useful and durable garment for Winter wear. Practical in every soldier's life. It is designed to be worn in all climates and supplies the soldier with a capital.

**WEATHER-PROOF.** The inside makes a capital. It is made of a material which is impervious to water and healthy to wear. It is not anything in the form of a rubber, but is entirely free from any artificial fabrics.

**BRITISH WARM.** Designed in soft, thick Camel Fleece, it is very light, yet snug and warm in chilly weather. A most luxurious coat for wear in dog-outs or when off duty. The two parts together form the finest.

**TRENCH-COAT available.** A starch, double-breasted safeguard that withstands a steady downpour or blizzard and engenders healthful warmth whenever the season requires it.

**Officers Under Orders** for Europe or the Far East, can obtain at Burberry's, Customers in suitable materials, and every detail of fit.

**READY-TO-PUT-ON**

Perfect fit is assured, as each garment is made to more than 50 different sizes. Complete bits to measure in 2 to 4 days.

**BURBERRY'S**  
HAYMARKET S.W. 1 LONDON  
100 MALESHERBES PARIS

Every Burberry Garment is labelled "Burberry's."  
**SERVICE WEATHER-PROOFS**  
of the Burberry's CLEAN AND  
PROOF. On any of the  
Burberry's Garments in  
of BURBERRY'S.

Burberry gabardine - 1879



Modern trench - modular hybrid design





*WGSN - Nature's texture and earthy tones offer a versatile wardrobe for all year round*



*Jacquemus fw20*

*Timeless, minimal silhouettes that can be worn season on season.*

*Stella McCartney*



*Seasonless materials - High quality  
Longevity and consciously sourced*



*Eco-Friendly, Dead stock, Technical Fabrics*



*Earthy tones  
Natural dye  
Rocky  
Muddy*



POST CARD

CORRESPONDENCE HERE

Your card is such a  
pleasure to receive. I  
have just tried out my  
new recipe for bread  
and hope to be all right  
now. Have brought Mr. W.  
out so hard through my  
own joy. awfully glad  
to hear from you.







*Print interpretation of the cave texture*



*Natures texture - Exploring cave and seascides*



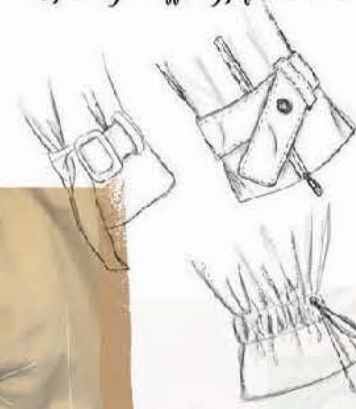
*Playing around with the placement of the print - commercial level*







*Sport style cuffs - zip for breathability*



*Hybrid trench - Puffer overlay for optional layering*



*Combining timeless classics with sportswear for shape and removable layers*



*Digital toiling to save time and prevent unnecessary waste during the development process*



*Slouchy armholes for comfort*



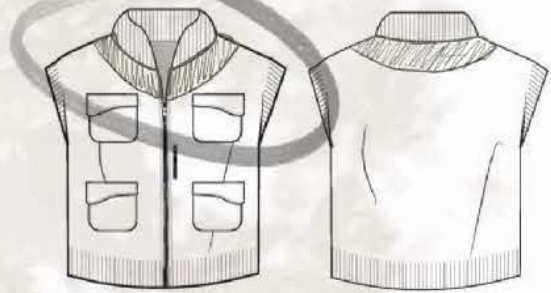




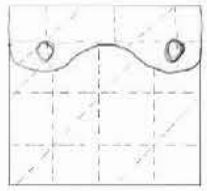
*Experimenting with contrast thread for subtle details that can be worn all year round*



*Knitted bomber with ribbed details for comfort and easy layering*



*Got rid of neckline for easy layering and comfort*



*Experimenting with colour options*



*Puffer Coat - Overlay*



*Used the fabric scraps as wadding for the inside of the puffer jacket, making it zero waste!*

*Reuse - Recycle*



*Checking to make sure the fit sits around the body*









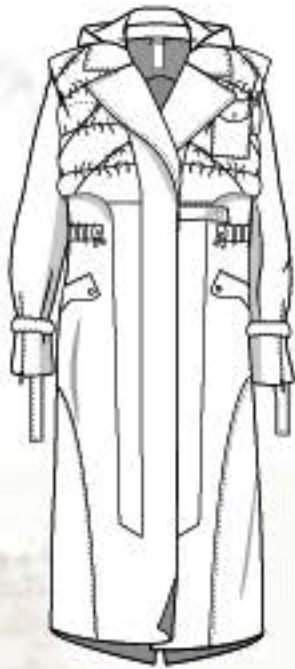
Three way trench coat



Half zip top



High waist knitted trousers



LOOK 1



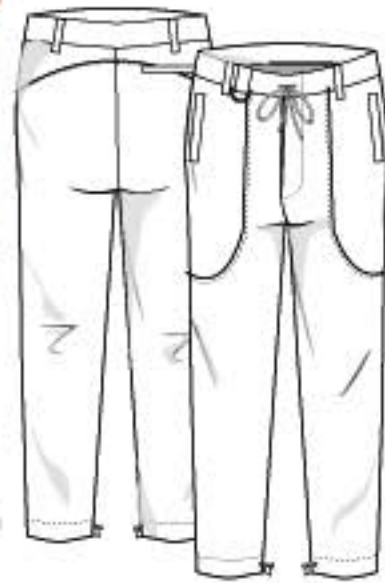
Stone print jacket & Open back detail



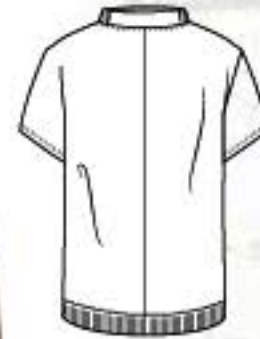
LOOK 2



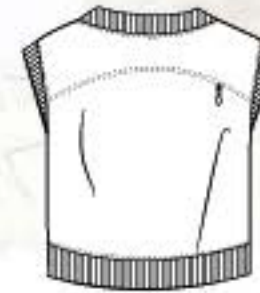
Tailored sports trousers



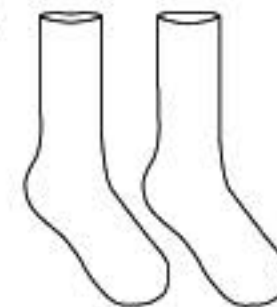
Crew neck top



Gillet bomber vest



Tailored sports shorts



LOOK 3













