Burberry to stage live March 11 runway show in London

By Godfrey Deeny  -  17 February 2022

Burberry will stage a live runway show in London on March 11, as the UK brand returns to the catwalk after a long break.
The show will mark the first time that Burberry has staged a live runway event in two years.

The brand did not release any details on the upcoming show’s location, though a spokesperson confirmed to FashionNetwork.com that the show would take place in London.

The decision marks the latest example of a noted British brand staging outside of the official runway season. Last week it was announced that Alexander McQueen will stage a runway show in New York on March 15.

The next edition London of Fashion Week, where Burberry was the single most important show for over a decade, runs from Friday, Feb. 18, to Tuesday, Feb. 22.

Burberry, which is headquartered in London, will not be listed on the official schedule of LFW. The last day of official shows in Europe is Tuesday, March 8, the final day of Paris Fashion Week.

Since the beginning of the pandemic, Burberry’s chief creative officer Riccardo Tisci, has opted for multiple forms of fashion displays: from outdoor shows staged inside forests, but without any guests; to digital shows set inside the brand’s headquarters near Westminster.

Prior to that he staged Burberry shows inside massive locations, like inside the Tate Modern on the banks of the Thames.

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