Burberry on Monday announced a partnership with Supreme on a new collection for Spring 2022. The link-up will see each of them selling exclusive products from the capsule.

Supreme will exclusively sell a car coat, shearling-collar puffer jacket, trucker jacket, rugby top, hooded sweatshirt, jeans, denim shorts, T-shirt, crusher hat, six-panel cap and skateboard.

And items available exclusively at Burberry will include a funnel-neck jacket, jogging pants and silk pyjama set.

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The collab has been speculated on for some time and we now know it's happening. The pieces launch this week (March 10) in the US, UK and Europe. That's the day before Burberry stages its AW22 show. The pieces will launch from 12 March in all other markets, although the Supreme/Burberry six-panel cap and crusher hat won't be available until a later date.

To support the launch, the companies have come up with a campaign shot by Bolade Banjo with styling by Max Pearmain. The models featured include Irina Shayk, Khalil, Sebastian Tabe, Sage Elsesser, Blondey McCoy, Nicole Vernon and Leonard Iheagwam.

The pieces will be available at Burberry’s webstore and in a number of its physical stores. These will include in the UK, Regent Street, London; in France, Rue St Honoré, Paris; and in the US, Spring Street, New York, plus Rodeo Drive, Beverly Hills, and California 90210. Asia is a key market for the brands and the pieces will be sold in Burberry stores in Hong Kong, Shanghai, Seoul and Tokyo too.


By Sandra Halliday

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