

BURBERRY

LONDON ENGLAND

INSIDE FRONT

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TRACING PAPER





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CERTIFICATE OF AUTHENTICITY

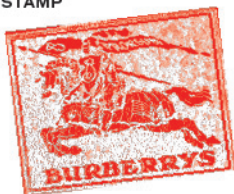
SERIAL NO.

CLIENT NAME

STORE ADDRESS

PURCHASE DATE

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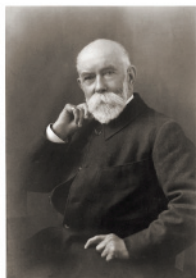
CERTIFIED BY

A handwritten signature in black ink that reads 'Thomas Burberry'. The signature is written in a cursive, flowing style.

Our Burberry Trench Coats are made at Castleford, England with the highest level of craftsmanship and technical know-how. We certify the authenticity of this Item with utmost quality control and trademark reputation.



A BRITISH ICON



THOMAS BURBERRY

Sophisticated and functional, the Burberry Trench Coat is a timeless style icon. Inspired by soldiers fighting in the trenches during the World War I, founder Thomas Burberry created the Trench Coat in 1879, inventing a weatherproof, hardwearing material called gabardine. Before gabardine revolutionised rainwear, waterproof fabrics were stiff and uncomfortable to wear.

Gabardine is innovative in its compact open-spaced weave that allows ventilation while repelling water, resulting in a lightweight, durable, and breathable fabric ideal for all seasons.

At the Burberry Mill in Castleford, Yorkshire, England, our artisan workers weave gabardine using 100% Pima cotton fibres—the best quality cotton available in the world—in over 100 individual processes for the signature fabric.



HERITAGE
ARCHIVE 1939



A Burberry Trench coat is a true masterpiece of workmanship, with the most intricate part of the coat being the collar: a labour-intensive construction using over 180 hand-placed stitches for perfect symmetry to create a soft curve that sits comfortably on the neck.

Lauded for its protective qualities, comfort and durability, the Trench Coat was worn by luminaries such as Nobel Peace Prize laureate Dr Fridtjof Nansen, the first recorded polar explorer to take the Burberry Gabardine to the poles when he set sail for the Arctic Circle in 1893. The design grew in popularity and soon, Hollywood stars were wearing them on film, transforming the Burberry Trench Coat into a fashion statement for royalty and artists alike.



HERITAGE
ARCHIVE 1989



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



"The Burberry has had constant use for six years. I have had no other raincoat for all this time, and have given my 'Burberry' exceedingly hard wear, as I have had to cycle on an average six miles every day, during all weather and never has a drop of rain penetrated the coat."
—E. B. H.



**ILLUSTRATION OF THE BURBERRY
TIELOCKEN WHICH WAS PATENTED
IN 1912**

In recognition of Burberry's heritage for innovation and craftsmanship, we were granted a Royal Warrant by HM The Queen as Weatherproofers in 1955, a honour we have held for over 60 years. Burberry also holds a Royal Warrant granted by HRH The Prince of Wales as Outfitters since 1990. Royal Warrants, usually granted for a maximum of five years, is a testament to Burberry's mark of excellence and our commitment to British quality. It also reflects our long-standing relationship with the British Royal family, a badge of honour that inspires discerning customers with a sense of confidence.

THE EVOLUTION OF THE TRENCH

Rising from historic necessity in the battlefields, the trench gained celebrity status during the golden age of Hollywood, worn by stars of the silver screen from leading men to femme fatales.

1961
AUDREY HEPBURN
BREAKFAST AT TIFFANY'S



1942
HUMPHREY BOGART
CASABLANCA



1970
PRINCESS DIANA & PRINCE CHARLES

1980
KATE MOSS
INTERNATIONAL MODEL
IN CLASSIC TRENCH



2000
MADONNA
AMERICAN SINGER
"QUEEN OF POP"



Distinctive Burberry Trench fits



THE KENSINGTON

From formal to smart casual, this is the optimal cut for a sartorial office look or to add a fashion twist to a tailored outfit. Layers easily over suits and jackets.



THE WIMBLEDON

Our slim silhouette fit is versatile for a casual and contemporary look, refined yet youthful, this slim fit is perfect for the weekend.



THE CHELSEA

The clean-cut silhouette with rounded shoulder is perfect for a polished dapper look, layered over a causal knit for a relaxed look.

THE KENSINGTON

A modern fit that's relaxed at the shoulders and chest for a look that can be classic chic or elegant. Layers well over tailoring and knitwear.



THE ISLINGTON

A versatile piece with a short fit that the classic businesswoman can wear for a polished look or to elevate your street style edge by layering it with bold colours and prints.



THE CHELSEA

Perfect for the weekend, our slimmest fit can be paired with skinny jeans, a dress, or skirt of any length for an exciting evening out.



COLOR OPTION



Discover Hong Kong in style

Ideal for Hong Kong's unpredictable weather, Investing in a Burberry Trench Coat is to Invest in a timeless garment that will elevate just about any outfit and give it the perfect high-low balance. Here are fun Ideas on where to flaunt your Burberry Trench Coat:



🕒 1:00PM

MONDAY

Look dapper and smart in The Chelsea Trench for a lunch meeting at The Foreign Correspondents' Club, Hong Kong's most famous press club

🕒 6:00PM

TUESDAY

Wear your classic honey colourway over skinny trousers for the Art Gallery opening cocktail in Soho

🕒 10:00AM

WEDNESDAY

Travel in style with the short fit Islington Trench to Macau on a helicopter for a cultural morning to visit the Ruins of St. Paul's followed by lunch at Antonio





🕒 4:00PM

THURSDAY

Enjoy an afternoon of high tea at the Rosewood Hotel for an effortlessly polished look with the modern Kensington layered over a slim white dress



🕒 7:00PM

FRIDAY

For cocktails at Captain's Bar, Mandarin Oriental, the Wimbledon Trench Coat adds alluring elegance to any tailored shirts.

🕒 2:00PM

SATURDAY

Style meets function in a Military Khaki Burberry Trench for a day of shopping and exploring the cultural landmark Heritage 1881, a former Marine Police Headquarters



🕒 11:00AM

SUNDAY

For a relaxing brunch by the waterfront at the Verandah, Repulse Bay, wear your Kensington Trench over a comfy t-shirt and jeans, stylish whether in rain or shine



BURBERRY'S AFTERCARE SERVICE



Burberry offers two complimentary 18-month refresh services for your Trench Coat, including:

1 REFRESH

DRY CLEAN

Due to the high quality and delicate nature of the yarn used to weave Burberry Trench Coats, to maintain its original characteristics, your Trench Coat should only be professionally dry-cleaned. Trench Coats should also be reproofed following dry-cleaning, in order to maintain their water-repellent qualities.

REPROOFING

Reproofing is a special treatment that maintains the waterproof characteristics of your Trench Coat. We invite you in-store to reproof your Trench Coat, subject to wear and colour, after dry-cleaning.

STITCHING SERVICE

We offer a range of touch up services for your Trench Coat such as stitching and button repairs to freshen your Trench Coat.

2 BUTTONS

In addition, we also offer a range of new buttons designs should you wish to update your Trench Coat with new buttons.

To find out more about our after-care services, locate the nearest store near you.

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BACK COVER