

## BURBERRY BUILDS ON ITS HERITAGE OF EXPLORATION WITH TEXTILE INNOVATION

Thomas Burberry's invention of the lightweight, breathable, and rain- and weather-resistant gabardine created a revolution in fabric. Through textile innovation, Thomas elevated outerwear performance and enhanced its ability to protect explorers from the elements. This pioneering spirit is an inherent part of our identity, and we continue to harness our legacy of creativity and exploration to create innovative products that inspire and protect our customers.

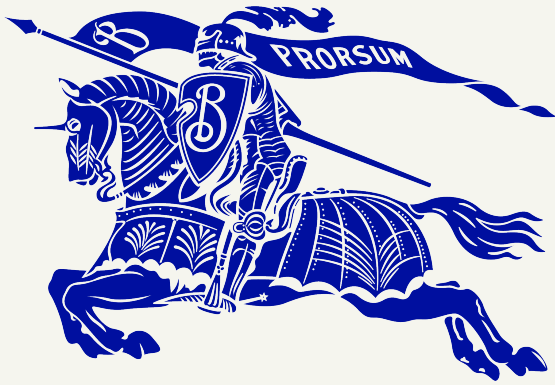
Today, we introduce a blended scarf using an innovative new material, Brewed Protein™ fibre. Warm and comforting, the scarf is inspired by Burberry's long-standing commitment to providing protection from the elements.

Woven in Italy, the scarf contains 62% wool, 8% cashmere and 30% Brewed Protein™: a lab-grown fibre that is produced through the fermentation of plant-based, renewable ingredients. Through this process, the scarf retains the attributes that Burberry products are known for: luxury quality, warmth, protection and durability.

As the first luxury brand to release new products with biotech venture Spiber Inc., we are excited to use this next-gen fibre, beginning with soft accessories.

'The result of over 20 years of tireless research and development, Brewed Protein™ fibre is a revolutionary protein material built for the century ahead. Working with Burberry represents a great expansion in the use of protein, which stands to serve as a key ingredient in helping us realise a circular society, while also demonstrating the hidden potential of the microorganisms that produce it.' Kazuhide Sekiyama, Director and Representative Executive Officer, Spiber Inc.

Burberry's long-standing heritage of innovating through design, fabric and function inspires us to not only explore innovative materials but also manufacturing processes.



We are working to bring soilless agricultural techniques in cotton cultivation into our textile production. Together with our supplier and agricultural start-up Mediterranean Agro Technologies (Magtech), we are developing a fabric comprised of hydroponic and organic cotton. Grown in greenhouses, hydroponic cotton relies solely on water and nutrients, using only coconut fibre as a substitute for traditional soil. This ongoing trial will help us to understand how to grow and source the same high-quality cotton, while the cultivation process conserves water and minimises land use.

We are also working with textile dyehouse Circotex to apply its unique waterless dyeing and finishing technologies to yarns and fabrics. Powered by renewable energy in a closed-loop machine, one of the processes uses CO<sub>2</sub> technology to apply the dye, resulting in a water-free dyeing application

‘We are constantly evolving our fabrics and solutions, from creating a blended scarf to exploring alternative manufacturing processes and groundbreaking agricultural techniques. We pride ourselves on finding new ways to innovate by joining forces with our suppliers and start-ups. By working at this intersection of creativity and innovation, we are continually challenging ourselves to test and learn.’  
Caroline Laurie, VP of Corporate Responsibility

**NOTES TO EDITORS:**

Established in 2007, Spiber is a biotech venture company based in Yamagata, Japan, dedicated to creating innovative solutions that contribute to sustainable well-being and tackling environmental challenges.

The B shield scarf is available in stores and online now.

\*Brewed Protein™ is a registered trademark owned by Spiber Inc.