



****MEDIA ALERT****

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**BURBERRY HONORED WITH RODEO DRIVE WALK OF STYLE® AWARD
AT PLAQUE UNVEILING & INDUCTION CEREMONY**

Permanent Plaque in Sidewalk of World-Renowned Street Recognizes Iconic British Luxury Brand's Contributions to the Worlds of Fashion and Entertainment

WHAT: The City of Beverly Hills and the Rodeo Drive Committee honored Burberry, the iconic British luxury brand, with the Rodeo Drive Walk of Style® Award on November 19, 2014. Burberry Chief Creative and Chief Executive Officer **Christopher Bailey** accepted the award on behalf of Burberry at the ceremony in Beverly Hills. Famed fashion photographer and previous Rodeo Drive Walk of Style® Award recipient **Mario Testino** presented the coveted award. Mario Testino has a long-standing creative relationship with Burberry.

As a part of the induction ceremony on Rodeo Drive, Burberry was honored with a permanent bronze plaque in the sidewalk of the world-renowned street featuring the Burberry core values, 'Protect. Explore. Inspire', as well as the signature of the company's British founder Thomas Burberry. The on-going award honors style legends for their contributions to the worlds of fashion and entertainment. Inaugurated in 2003, the Rodeo Drive Walk of Style® Award has been presented to many notable figures in the fashion community with recipients including Giorgio Armani, Tom Ford, Gianni and Donatella Versace, amongst others. Burberry was the twenty-second honoree.

Founded in 1856, Burberry is a global luxury brand with a distinctive British identity. Over the decades, the brand has built a reputation for craftsmanship, innovation and design. Since the invention of gabardine by Thomas Burberry 135 years ago, outerwear has been at the core of the business, including the iconic Burberry trench coat.

For more information on the Rodeo Drive Walk of Style®, please visit www.rodeodrive-bh.com or follow RodeoDriveBH on Twitter and Instagram, and Rodeo Drive Beverly Hills on Facebook. #BurberryWOS, #RodeoDriveWOS

WHO: **Christopher Bailey**, Burberry Chief Creative and Chief Executive Officer; **Mario Testino**, Beverly Hills Mayor **Lili Bosse**, City Council members, Rodeo Drive Committee board members, **Rachel Zoe**, **Rodger Berman**, **John Taylor**, **Gela Nash-Taylor**, and other officials and members from the fashion, art and entertainment communities attended the event.

PHOTOS: The Rodeo Drive Walk of Style® ceremony photos may be downloaded here: http://assignments.gettyimages.com/mm/nicePath/gyipa_public?nav=pr252962100

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