

The people. The point of view.



THE BEGINNING

Thomas Burberry

Thomas Burberry established Burberry in Basingstoke in 1856 and invented gabardine in 1879. The trench coat, check and Equestrian Knight Design became enduring house codes. Burberry's own history provides an especially useful label-dating anchor: the company name changed from Burberrys to Burberry in 1999. Key anchors include 1856, 1879 gabardine, early 20th-century trench development, 1920s check use in coat linings, and 1999 Burberrys → Burberry. Creative-director-era logos in the 2000s–2020s provide further context, but transitions and carryover stock can overlap.

FOUNDED

1856

ORIGIN

Basingstoke, England

WHY THE DETAILS MATTER

Modern Burberry product/style references can be searched against official or retailer listings. Vintage labels may include maker/licensee and size information rather than a modern stock code. Regional licensed production existed historically, so manufacturer/location should be researched rather than rejected automatically. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Burberry care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

Burberry Mainline 1856 Parent luxury house Women’s and men’s ready-to-wear, outerwear, bags, shoes and accessories	
Heritage Trench & Scarves 1912 Permanent house icons Heritage outerwear, gabardine trench coats and Scottish-woven cashmere scarves	
Burberry Prorsum 1998 — 2016 Runway line Directional runway ready-to-wear and accessories	
Burberry London 2016 Tailored city line Tailoring, businesswear, dresses and outerwear	
Burberry Brit 2010 — 2016 Casual diffusion line Denim, casualwear, knitwear and outerwear	

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Names, lines & relationships · continued

Thomas Burberry Historical diffusion / youth line Casual sportswear and accessories	2008
Burberry Blue Label Japan-licensed line Primarily women’s apparel and accessories for Japan	1996 — 2015
Burberry Black Label Japan-licensed line Primarily men’s apparel and accessories for Japan	1998 — 2015
Burberry Children House category Children’s ready-to-wear and accessories	
Burberry Beauty & Fragrance Licensed category Fragrance, beauty and cosmetics	

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A story in chapters

1856

Burberry

House origins · Thomas Burberry

1856

Burberry Mainline

Line / house introduction in the cited records

1912

Heritage Trench & Scarves

Line / house introduction in the cited records

1996

Burberry Blue Label

Line / house introduction in the cited records

1998

Burberry Prorsum

Line / house introduction in the cited records

1998

Burberry Black Label

Line / house introduction in the cited records

2008

Thomas Burberry

Last year recorded here; not necessarily a closure

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A story in chapters · continued

2010	Burberry Brit Line / house introduction in the cited records
2015	Burberry Blue Label Last year recorded here; not necessarily a closure
2015	Burberry Black Label Last year recorded here; not necessarily a closure
2016	Burberry Prorsum Last year recorded here; not necessarily a closure
2016	Burberry London Last year recorded here; not necessarily a closure
2016	Burberry Brit Last year recorded here; not necessarily a closure

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

BURBERRY Size S White Cotton Pleated Double Collar Button
Up Long Sleeve Shirt

Marked size = the item's original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

BURBERRY · ESTABLISHED 1856

02 / HOW TO USE IT

The date belongs to the label's establishment wording. Write it as part of the branding, not as the year this particular garment was made.

03 / WHAT TO CHECK NEXT

To research the garment's age, look for separate product references and dated collection evidence. The house's founding date cannot date an individual item.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

<https://www.burberryplc.com/company/history>

<https://www.vogue.com/fashion-shows/designer/burberry-prorsum>

<https://suigenerisconsignment.com/products/burberry-size-s-white-cotton-pleated-double-collar-button-up-long-sleeve-shirt>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item’s original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer’s tag; it does not change the item’s original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand’s own size table instead of substituting a generic conversion. Women’s clothing, men’s tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

- Nordstrom: designer clothing conversion reference
- Maison Margiela: category-specific size guide
- Yohji Yamamoto: measuring garments

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