

Burton Announces Partnership With Lambretta

BURTON

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Author: [Burton](#)

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Burton has announced the arrival of three new designs of Lambretta suits, available in store and online from the beginning of May 2010.

An advertisement for Lambretta suits. On the right, a man in a dark grey suit, white shirt, and dark tie stands against a grey background. On the left, text reads: "FREE SHIRT" in large blue letters, followed by "WORTH £35 WITH FIRST 50 LAMBRETТА SUITS SOLD" in smaller blue letters. Below this, in small grey text, it says "Terms & Conditions apply". Two blue arrows point to the links "SEE ALL LAMBRETТА SUITS" and "SEE ALL SUITS". At the bottom left, the "Lambretta" logo is displayed in a stylized font, with the tagline "SHARP SUITS & SHIRTS FROM A TRULY BRITISH BRAND" and "ONLINE EXCLUSIVE OFFER" below it. A portion of a red, white, and blue circular logo is visible on the right edge of the ad.

With their clean lines and narrow lapels that are reminiscent of the 60s, the new suits from Lambretta encourage Burton customers to unleash their inner mod. As well as these suits, Burton's main line fashion has a heavy mod influence with sharp grey suiting, check shirts, thin blade ties and a cropped pea coat that create a clean and masculine look.

James Ronald, buyer at Burton, commented: "Getting Lambretta product into Burton is really exciting for us. The current range went out only a few weeks ago, and the reception was fantastic."

"Like Burton, Lambretta has a lot of history, with a focus on heritage but with a fashion attitude. The formal Burton customer looks for fashionability and quality when buying a suit and shirt. Lambretta's sharp slim cuts and emphasis on high trend fabrics work perfectly for our customers. We see this as the start of a long relationship, with Autumn/Winter styles from Lambretta touching down in September," he concluded.

Lambretta is an iconic brand with a heritage that dates back to the 60's and the original Modmobile: the Lambretta scooter.

The first 50 customers buying one of these slick new suits will get a free Lambretta shirt to complete their look, worth £35, exclusively available with Lambretta suit purchases online at burton.co.uk.

About

Burton was originally founded in 1903 under the name The Cross-Tailoring Company. It quickly became popular and expanded into hundreds of outlets and factories across the United Kingdom. Today, it is a staple on most high streets and a popular retailer for [men's clothing](#), including gifts for men, casual clothing and [men's shirts](#), [men's t-shirts](#) and [men's suits](#).

Burton:

Customers can also shop online from the Burton.co.uk website which offers free returns in-store or by post and fast delivery to their home. The site features a useful size guide to ensure customers can get the correct fit for all items. They can also sign up for the Burton newsletter, which offers all the latest style updates, exclusive discounts and competitions.

For further Burton media information, please contact:

Tom Doran
Arcadia Group Ltd
Colegrave House
70 Berners Street
London
UK
W1T 3NL
0207 927 1823
www.burton.co.uk

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