

Burton's Black Label Style The Perfect White Shirt



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Burton's Black Label has executed 4 classic white shirts that are the ideal accompaniment to the perfect black suit, giving a new dimension to mix and match shopping.

These limited edition shirts are all made from luxury cotton and have specific collar formations to suit every man and every occasion. To identify this key shape more easily, each shirt has been given the name of a London borough that epitomizes its cool fashion credentials.

The Hoxton is a slim fit shirt, with its penny collar and a single button cuff is perfect underneath a slim fit suit that has a nod to the mod about it.

The Knightsbridge is clean and simple. This [shirt](#) on a tailored block has a point collar and a double button cuff, perfect for a smart suit or formal attire.

The Soho is a reaction to the Knightsbridge, the Soho is a much slimmer fit and has a slim point collar and single cuff to match. This shirt looks great with a thin blade tie.

The Mayfair provides a tailored fit shirt with a fold back single button cuff and cut away collar that creates a squarer neck line.

Added to this the fact each shirt comes with its own removable collar bones and given that there are only 100 available of each style, its

easy to see why these classic shirts are proof that less is more this autumn winter.

Each of the 4 limited edition shirts will be made available as an online exclusive through the Burton UK website from the 15th of October.

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 fashion including gifts for men, casual clothing, men's shirts, [men's jackets](#), men's suits, [men's shoes](#) and [trousers](#).

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.

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