

Burton and GQ Magazine Join Forces

BURTON

Released on: September 18, 2008, 11:29 am

Press Release Author: [Burton](#)

Industry: [Apparel & Fashion](#)

Press Release Summary: Burton and leading men's fashion magazine GQ have joined forces for an exclusive instore promotion to showcase key looks and this seasons must-haves from Burton.



Press Release Body: **Burton** customers can take advantage of GQ's insider knowledge as the magazine's fashion editors have hand-picked pieces from Burton's autumn/winter 2008 collection, which will be swing ticketed with an "As recommended by GQ" sartorial stamp of approval.

The promotion will be showcased in GQ's prestigious **"Men of the Year 2008"** October issue (on sale 4th September), which features a four page editorial fashion spread in addition to an accompanying in store booklet highlighting Burton's autumn/winter 2008 collection featuring a full range of [mens jackets](#), shirts, full suits and accessories.

Commenting on the partnership, **GQ editor Dylan Jones** said: *"Burton's clothes speak for themselves, they have all the key trends of the season on show from utility work wear to smart city gear and sharp suits. Burton excels at essentials".*

The **Burton** mainline autumn/winter 2008 range is more refined with dressed down tailoring taking centre stage to give a smarter but relaxed twist to casual wear.

Burton's Black Label premium range brings in a clean sophisticated look and features subtle design touches and luxury fabrics to emphasise the exclusivity and premium look of the collection.

In addition, this season **Burton** proudly introduces the **Montague Burton Heritage Collection**, a stylish range of quality contemporary suiting born out of a passion for traditional tailoring methods. The fabric selection and labeling of the [mens suits](#) take inspiration from original 1940s, 50s, and 60s Burton garments and are brought up to date with a sharper modern fit.

Notes to Editors:
The Burton/GQ promotion will be featured online, and in the following selected cities and shopping centres nationwide. London, Birmingham, Glasgow, Manchester, Nottingham, Leeds, Bluewater, Eldon Square, Leicester, Meadowhall, Reading, Southampton, Milton Keynes, Croydon, Cambridge, Guildford, Kingston, Belfast, Chester, Bromley, Cardiff, Merry Hill, Aberdeen, Metro Centre, Colchester, Exeter, Bath, Plymouth, Derby, Solihull, Wolverhampton, Braehead Park, Tunbridge Wells, Ipswich, Blanchardstown Centre, Swansea, Doncaster, White Rose, Gateshead and Brighton.

About Burton:
Burton has a long history in fashion having been founded in 1903 by Montague Burton in Chesterfield. Burton now has over 400 outlets all over the UK and Ireland making it one of the country's largest sellers of casual and formal [mens clothing](#), including men's jeans, suits, knitwear, shorts, shoes, [mens shirts](#), underwear and accessories.

Customers can also shop online from the [Burton.co.uk](http://www.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. They can also sign up for the Burton newsletter, which offers all the latest style updates, exclusive discounts and competitions with a 10% discount for first-time subscribers.

Web Site: <http://www.burton.co.uk>

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