

Burton to Feature in New BBC Series

BURTON

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Industry: [Retail](#)

Press Release Summary: Burton is set to feature in the BBC's brand new series "British Style Genius".

Press Release Body: **Burton**, one of the leading men's clothing retailers in the UK, is to be featured in a brand new **BBC series, "British Style Genius"**, which takes a look at what makes British fashion and style so distinctive and influential.

Across five one-hour programmes, "**British Style Genius**" examines the looks and trends that have come to define British style, from the high street to high-end couture, from bespoke tailoring to street style, from fashion rebels to traditionalists.



Burton is to appear in episode two of the series entitled "**A Cut Above – The Tailored Look**", calling on **Burton's** history and expertise in the world of tailored fashion. The episode will take a look

at the evolution of [mens suits](#) and other formal wear over the years, highlighting different styles and looks.

With a history in men's fashion dating back to 1903, **Burton** is a key contributor in episode 2 of the new series, detailing the changes in casual and formal men's fashion over the years, with commentary on [mens coats](#), jackets and trousers.

The BBC has compiled the series based on a collection of interviews with industry experts including designers, models, stylists and retail magnates. Featured in the series are fashion icons **Kate Moss** and **Twiggy**, renowned designers **Vivienne Westwood** and **Alexander McQueen** as well as actors **Michael Caine** and **Roger Moore**.

"A Cut Above – The Tailored Look" will air on **14th October at 9pm** and can be viewed on the **BBC iPlayer** after the broadcast.

About

Burton

Burton has a long history in mens clothing and 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 menswear, including [mens jeans](#), shirts, [mens jackets](#), suits, knitwear, shorts, shoes, 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.

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

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