

APPAREL AND ACCESSORIES

# Burberry sponsors outdoor excursions for UK youth

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*The program offers U.K. students from select regions the opportunity to engage in outdoor education programs at minimal cost to families. Image credit: Burberry*

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By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is partnering with a leading provider of experiential education programs for youth.

The luxury brand is collaborating with U.K.-based charity The Outward Bound Trust to give secondary school students across the country greater access to outdoor learning sessions. As part of Burberry's Burberry Inspire program, the engagement offers participants aged 10-18 the opportunity to venture into nature at minimal cost to their families.

"As we welcome The Outward Bound Trust to our Burberry Inspire program, we are proud to continue the legacy of our founder and to support young people in the communities that are so deeply connected to our heritage," said Jonathan Akeroyd, CEO of [Burberry](#), in a statement.

"We hope that with our shared passion for the outdoors and equally storied heritage, our partnership will inspire a new generation of young people to believe in themselves and have the courage to go beyond."

## Branching out

The program is designed to promote personal development and resilience among students from schools in London, Leeds, Castleford, and Keighley, all regions with strong connections to Burberry's heritage.

Activities include hiking, abseiling, canoeing and overnight expeditions. A total of five of these outdoor challenges will be executed under the Burberry Inspire ([see story](#)) umbrella in 2024.

The first launched in March at Ullswater in the Lake District of Cumbria in England. Follow-up events will take place in Penrith, Cumbria, and in Aberdovey, Snowdonia.



*A total of five outdoor challenges will be executed under the Burberry Inspire program's umbrella in 2024. Image credit: Burberry*

Of the partnership's origins, the brand notes that "where Burberry's invention of the rain-ready fabric gabardine enabled adventurers like Ernest Shackleton, Arthur Clouston and Betty Kirby-Green to explore unknown horizons, The Outward Bound Trust's expert training helped leagues of young seafarers to survive in harsh sea conditions."

Born of a shared commitment to protecting adventurers whether by way of expert trainings, or trench coats the house's latest charitable endeavor goes hand-in-hand with recent marketing efforts to boost the heritage outerwear for which it is best known.

"Through this partnership, Burberry are not just supporting Outward Bound, they're investing in the future leaders of our country," said Martin Davidson, chief executive of Outward Bound, in a statement.

"It's about lighting a spark of adventure, resilience, and determination in young people, values that have been at the core of our mission since 1941."

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