

Burton Launches 168 Collection

BURTON

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Burton, a leading men's fashion retailer in the UK, has launched 168, a new clothing line available in selected high street stores and online at Burton.co.uk.

Working with American based Z Brand, Burton has developed a mix and match line of casual wear designed for the adventure loving man.

The name 168 was inspired by a backpacking trip to China. When written in Chinese, the numbers 168 are phonetically similar to Luck, Happiness and Prosperity and are thus used as the short form for these aspirations.

For the designers, 168 became a philosophy and soon translated into the 168 collection. The collection is based around simple sophisticated pieces with subtle details that make it personal and lived in. The value is evident in the signature detailing, brass buttons, patchwork, and added textures.

The Burton line will be produced in three waves starting with the first wave in time for Christmas. The first wave includes vintage inspired polo shirts and t-shirts with frayed hems and soft, pre-washed fabrics. [Jeans](#), cargos and hoodies are also included in the December shipment. All pieces are designed to mix and match so they can easily be thrown into a duffle bag for a weekend away.

Waves 2 and 3 of the line take on a more regal feel with the addition of the 168 coat of arms logo. Patches and silk-screens are added to pre-washed shirts, polos and t-shirts.

Jane Williams, senior Burton buyer on brands has said, "The 168 line provides the Burton customer with a twist on our main range by offering a full collection that can easily be mixed and matched. We've used excellent quality fabrics that get softer and more attractive as they wear. We feel it's an excellent balance between offering our customers unique, design-led products with a huge hit of comfort and value."

Z brand designs, produces and develops clothing that embodies a casual lifestyle driven by adventure and curiosity. 168 is an exciting new line that takes this ethos and tailors it to the busy lifestyle of the Burton customer.

About

Burton

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 hoodies, [men's suits](#) shirts and jackets.

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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