

The corporate race from DEI

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As the [Telegraph reports](#) this morning:

Burberry has axed its diversity chief as part of a sweeping overhaul at the luxury goods giant.

In a move that could signal a retreat from its [diversity, equity and inclusion \(DEI\)](#) efforts, the retailer has made Geoffrey Williams redundant and scrapped his role altogether.

Mr Williams, who was global vice president of colleague attraction and inclusion at Burberry, said he had been “phased out” as part of a company-wide cull.

Three thoughts.

First, that the Telegraph has reported this when others have not makes clear its own bias against the DEI agenda.

Second, the willingness with which businesses are abandoning DEI shows how thin its commitment ever was, as many of us suspected.

Third, the march of Trump's fascism moves on without him ever demanding change: far too many are simply willingly complying to curry favour with crude power.

So, I suggest not buying Burberry, not that I will have difficulty complying with that suggestion: I have never bought Burberry.