

McDonald's new burger – available at the London Road branch

McDonald's have announced an unexpected pairing for their gourmet burger range, the Signature Collection which we were invited to try out on Tuesday night.

This is McDonald's first foray into the world of luxury and fashion with a partnership with the fashion designer [Julien Macdonald](#).



Ryan Straub who is franchisee at the London Road McDonald's restaurant

The collection is available at the McDonald's restaurant on London Road where Ryan Straub is the franchisee.



Ryan said: "To be able to bring the bespoke box made by designer Julien Macdonald to Edinburgh, was such a delight. I am so pleased that we could invite so many of our customers into the restaurant to experience elements of the luxury launch, and of course, taste The Signature Collection. The feedback so far has been phenomenal and I hope everyone that came along enjoyed themselves, and the very limited edition box they took away!"

Ryan is also determined to give us a tour of the kitchen (it was just too busy last night!) so we may be back...



Julien Macdonald OBE was commissioned to bring his undeniably glamorous aesthetic, to combine fashion and food's finest. Julien's unique red carpet gowns and embellished styles have cemented him as a go-to brand for A-list international talent who are often praised for their stylish choices. His creation for The Signature Collection is the embodiment of pure luxury and features embellishment and bespoke digital print, along with the iconic McDonald's Golden Arches.

Julien said : "I drew inspiration from my fashion creations and iconic embellished red carpet dresses. This was translated into a gold baroque box, which is the perfect packaging for the luxury McDonald's Signature Collection burger."

Ryan Straub is the franchisee at [@McDonaldsUK](#) London Road so which of the new [#TheSignatureCollection](#) burgers does he like? pic.twitter.com/Bs0GM219nR

– Edinburgh Reporter (@EdinReporter) [November 14, 2017](#)