

ADVERTISING

Burberry highlights British heritage in vintage campaign

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Image from Burberry's fall/winter 2015 campaign video

By KAYSORIN

British fashion house Burberry is introducing its fall/winter 2015 collection with a vintage-inspired campaign that recalls the brand's heritage.

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Set in London and featuring a cast of young, British models, the video harkens back to Burberry's classic role as one of the most popular British brands. Highlighting its heritage positions Burberry to connect with consumers who value timeless products and luxury craftsmanship.

"The mood evoked in this video is reminiscent of The Beatles in the '60s... a message that's strong and powerful evoking the be who you want to be attitude with a subtle revolutionary tinge," said Rony Zeidan, president and creative director of [RO NY](#), New York. "The casting for the campaign is very apropos.

"The film feels genuine due to the models chosen. Retro is back, especially when you look at the latest men's Gucci runway show with the '60/'70s retro floral looks."

Mr. Zeidan is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry was unable to comment directly.

London calling

Burberry's fall/winter 2015 campaign video heavily focused on the brand's British heritage. This will likely appeal to consumers who look to Burberry as the industry leader in British style.



Burberry's video is set in London

The short video features a number of young, British models, including Amber Anderson, Clara Paget, Tom Odell, Harry Treadaway, Holliday Grainger and Florence Kosky. The video was directed by Burberry chief creative Christopher Bailey and shot on the streets of London by Mario Testino.

Burberry is known for working with British models and talent. This helps solidify the brand image and present a consistent aesthetic to consumers.

In 2014, the British apparel brand unveiled its spring/summer 2015 collection campaign that was launched in January with Naomi Campbell and Jourdan Dunn.



The video features a number of young models

The campaign featured the two models in brightly colored and patterned trench coats. By choosing two British models, Burberry deepened its roots in its home country ([see story](#)).

Emphasizing its British heritage helps Burberry connect with consumers who are looking

for a genuine luxury product that comes with a distinct history. Founded in 1856, Burberry has been a popular British brand for over 150 years.



The footage was low definition and similar to a home movie

The fall/winter 2015 campaign video features the song “Shadows” performed by British singer-songwriter Clare Maguire. Reminiscent of the Beatles in the 1960s, it evokes a classic British attitude of elegance and rebellion.

The video opens with the models posing in the streets of London wearing Burberry trench coats, scarves and sunglasses. The footage is grainy and appears old as if it were originally shot in the 1960s.

The style is casual and brings to mind an old home video. This creates an intimacy with the viewer that will help Burberry connect with its consumers.



The video had a vintage feel that highlighted Burberry's heritage

Native touch

Burberry is not the only brand that has emphasized its British heritage to appeal to consumers. Earlier this year, British apparel and accessories label Mulberry showed an edgier side of its brand with its spring/summer 2015 advertising campaign.

Departing from its campaign face of three seasons Cara Delevingne, this latest effort featured model and rocker offspring Georgia May Jagger. Ms. Jagger's first campaign for

the house helps the brand showcase its British heritage in a slightly rebellious manner ([see story](#)).

Burberry has also taken this approach in previous campaigns. For example, the British fashion giant used its hometown London as inspiration for its autumn/winter 2012 campaign starring Roo Panes and Gabriella Wilde.

The campaign was shot at the Royal Naval College in Greenwich in London and was entirely in black-and-white. Burberry's campaign was pushed through digital, mobile, out of home and print outlets ([see story](#)).

London is the ideal setting for Burberry's campaigns, and this recent video continued the trend in a positive way.

"Setting the video in the streets of London is authentic and genuine," Mr. Zeidan said. "Burberry owns London, and it is time to return to its streets. I think Burberry did a great job."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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