

MULTICHANNEL

Burberry dances into the holidays using social film unveiling

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Naomi Campbell for Burberry, holiday 2015

By STAFF REPORTS

British fashion house Burberry has recruited an iconic, all-British cast of talent to celebrate the 2015 holiday season.

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Burberry often celebrates its British heritage through musical tie-ins, and its "Burberry Festive" campaign is no exception with links to Sir Elton John and the film and musical "Billy Elliot." The Burberry Festive film component premiered on Nov. 3 at the brand's London flagship before being simultaneously shared across its social media platforms.

Moves like Billy

The stars of Burberry's holiday 2015 campaign sees famous British faces, including actors, musicians and models, come together to celebrate the season. Shot by photographer Mario Testino, the campaign lineup features Sir Elton John, James Corden, Julie Walters, Romeo Beckham, Naomi Campbell, Rosie Huntington-Whiteley, Michelle Dockery, James Bay, George Ezra and Toby Huntington-Whiteley.

Images show the cast mid-jump as gold glitter falls from above to look like snowflakes. Enhancing Burberry's British heritage, a number of the stills includes Royal Guards dressed in traditional garb.

In many of the images, models don Burberry trench coats and Horseferry Check plaid scarves, both signature items from the house. The stills will be placed across print and digital titles through the end of the year.



Rosie Huntington-Whiteley and James Bay for Burberry Festive, photographed by Mario Testino

While the images were shared publicly on social media, Burberry held off on publishing its campaign video for the holiday season until a physical event at its global flagship on Regent Street in London concluded.

The film itself pays tribute to the 15th anniversary of the BAFTA-winning British film *Billy Elliot*. In the film, the cast recreates the opening sequence of the film that shows the character of Billy practicing his dance moves, hence the jumping movements seen in the stills.

After the screening event, hosted by Burberry's chief creative and CEO Christopher Bailey and Sir Elton John, the brand shared the campaign from 7 p.m. GMT across its social platforms. These include Instagram, YouTube, Snapchat, Facebook, Twitter, Google+ and China's Sina Weibo.

Music is a fundamental aspect of Burberry's marketing communications.

Recently, Burberry announced that it is the first brand to launch a dedicated channel on Apple Music.

Music is an important element for Burberry, with the brand often streaming or hosting live performances within its stores and casting musicians in advertising campaigns. Now the brand has added another layer to its musical offerings with the creation of the Burberry Channel, found within the "Curators" section of Apple Music ([see story](#)).