

IN-STORE

Burberry casts Regent Street consumers in Google-backed film

November 24, 2015



Naomi Campbell for Burberry, holiday 2015

By STAFF REPORTS

British apparel and accessories house Burberry is allowing consumers to jump into its holiday campaign through an in-store initiative at the brand's London flagship.

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Consumers visiting the Regent Street store can visit The Burberry Booth to become a part of the brand's holiday effort that was inspired by the opening scene from the film "Billy Elliot." For its effort, Burberry is working with Google using real-time stitching technology to insert a consumer into the campaign.

All-star cast

The Burberry's holiday 2015 campaign sees famous British faces, including actors, musicians and models, coming 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 if it was the opening scene of Billy Elliot, 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 ([see story](#)).

In the Regent Street store consumers can cast themselves into the video alongside Ms. Campbell, Sir Elton and Mr. Corden. The bespoke film can then be shared on YouTube, Twitter or by email.

[.@Burberry](#) invite you star in our festive film by visiting The Burberry Booth, at the 121 Regent Street flagship pic.twitter.com/ydut37FsO3

Burberry (@Burberry) [November 24, 2015](#)

The Burberry Booth will be located at the Regent Street flagship from Nov. 24 to Dec. 24.

Burberry last worked with Google on a digital initiative in 2013 for the "Burberry Kisses" campaign.

For the effort, Burberry engaged consumers in branded peer-to-peer communications through a partnership with

Google where users could send love notes around the world.

The label created a microsite for the Burberry Kisses campaign that let consumers send and view notes that have been sent. Burberry was likely trying to convert its followers' closest companions to brand enthusiasts ([see story](#)).

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