

ADVERTISING

Burberry taps fresh talent with spokesmodel Lily James

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Lily James attending Burberry holiday event in 2015

By STAFF REPORTS

British fashion label Burberry has chosen actress Lily James as the new face of its My Burberry fragrance.

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Fresh talent to the marketing space, the effort's launch in August will mark Ms. James' first appearance in a global advertising campaign. Picking campaign spokesmodels who do not appear in other ads can help a brand stand out from competitors in a crowded space.

New role

Ms. James became a household name on a global scale through her roles as Rose on the British television drama "Downton Abbey" and the title character in Disney's live action "Cinderella." She also starred as Elizabeth Bennett in 2016's "Pride and Prejudice and Zombies."

She now lends her acting abilities to a campaign for My Burberry Black, a more intense, sultry version of the My Burberry fragrance that debuted in 2014. Developed collaboratively between Burberry chief creative and CEO Christopher Bailey and perfumer Francis Kurkdjian, the inspiration for the scent was a garden at dusk, with notes of jasmine, peach, vanilla and rose.

My Burberry Black is currently in an exclusive launch in-store and online through Harrods. It will premiere in select Burberry stores and other retailers starting in August.

The campaign, shot by Mario Testino, will combine still imagery and film.

"I am thrilled to be officially joining the Burberry family," Ms. James said in a brand statement. "I am so proud to be British, so it really means a lot."

"Shooting my first campaign was so special I don't want to give away too much but I had a lot of fun showing a different side of myself..."



My Burberry campaign

Ms. James follows supermodels Cara Delevingne and Kate Moss, who appeared in the original My Burberry campaign.

The My Burberry fragrance is inspired by a London garden after the rain, but manages to weave the brand's iconic trench coat into the campaign. As the first brand to use both Ms. Moss and Ms. Delevingne together in a campaign, Burberry created a buzz surrounding this new fragrance ([see story](#)).

Having the first campaign with Ms. James may work in a similar manner for Burberry.

"I'm so delighted to have worked with the very lovely and clever Lily James on our new My Burberry campaign," Mr. Bailey said. "I have admired her work for quite some time and was bowled over by her wonderful charm and her warmth when we met so it was a treat to have had the opportunity to collaborate on this shoot together."

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