

ADVERTISING

## Burberry Brit ethos captured by Brooklyn Beckham in upcoming ads

July 12, 2016



*Burberry Brit*

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By STAFF REPORTS

British fashion house Burberry has put model Brooklyn Beckham behind the lens for its soon-to-be released Burberry Brit fragrance campaign.

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The son of footballer David and fashion designer Victoria Beckham, the 17-year-old model's creative collaboration with Burberry was announced in the beginning of the year in a Snapchat takeover. At the time of the announcement and Snapchat teaser, Mr. Beckham shared his excitement with a post on his personal Instagram, which boasts nearly 7.7 million followers, but details of the campaign were not shared ([see story](#)).

### Brit meets Brooklyn

Burberry has now shared a sneak peak of the campaign on its Instagram account for its upcoming Burberry Brit fragrance advertisements.

Instead of focusing only on the stills captured by Mr. Beckham, the brand opted to share a series of video clips to show behind-the-scenes and the young photographer's creative process.

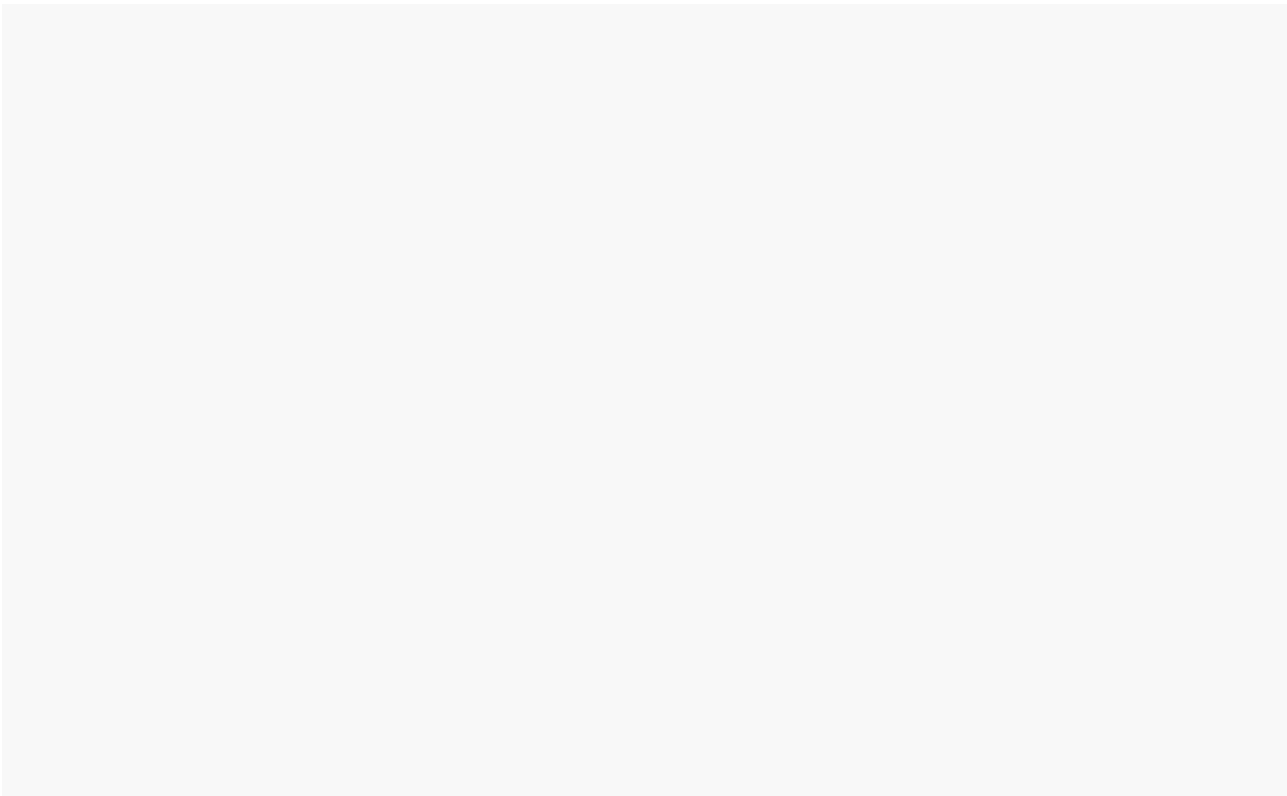


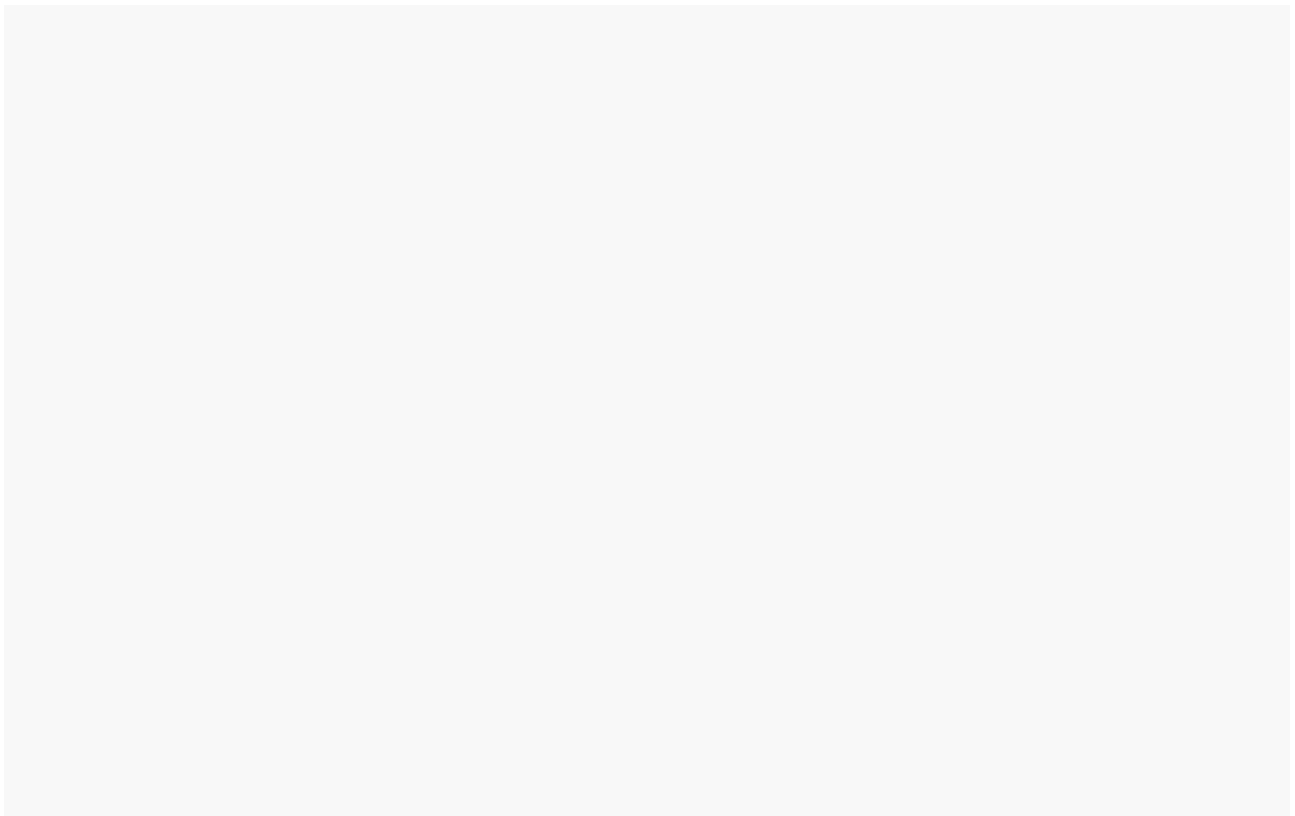
*Brooklyn Beckham photographing the Burberry Brit campaign*

As of press time, each of the shared clips, which show models strolling down British streets past Burberry Brit ads and playing around at a skatepark, has garnered nearly 95,000 views each.

The most recent video clip to be shared includes a slideshow of campaign stills and Burberry Brit fragrance bottles. Each model wears a Burberry trench coat.

Models seen in the campaign include Lewis Helim, Ben Frees, Eliza Thomas, Mason Pearson, Maddie Demaine, Carvell Conduah and Harry Pourdjis. The campaign's soundtrack is by singer/songwriter Todd Dorigo, who is also featured in the effort as a model.





The #Burberry Brit fragrance campaign. Shot in #London by @BrooklynBeckham, and featuring models @HelimL96, @BenMFrees, @ElizaThomas5, @LivMasonPearson, @MaddieDemaine1, @Carvell\_Conduah, @HarryPourdjis and campaign soundtrack artist @ToddDorigo

A video posted by Burberry (@burberry) on Jul 10, 2016 at 8:08am PDT

Mr. Beckham's Burberry Brit campaign is expected to be released in United States print publications next year.

The campaign comes at a time when Burberry's future is in a transitional period.

Yesterday, Burberry announced Marco Gobbetti as its next CEO, with the executive slated to take over the role next year.

Current CEO Christopher Bailey, who has been criticized for his inability to keep Burberry profitable, will retain his position as chief creative officer and take on the title of president when Mr. Gobbetti takes on the role of CEO ([see story](#)).

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