

FRAGRANCE AND PERSONAL CARE

## Burberry launches sensual scent with stormy campaign

August 22, 2016



*Lily James for My Burberry Black*

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By STAFF REPORTS

British fashion label Burberry is using its first Snapchat lens to debut its latest fragrance for women.

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As the campaign for My Burberry Black launches across the brand's digital channels on Aug. 22, the brand is allowing consumers to follow along as campaign face Lily James takeover its Snapchat account. Starting Aug. 23, consumers can step inside the effort virtually through a branded lens, which allows them to capture themselves in a rainy scene.

Back in black

My Burberry Black is a follow-up to the My Burberry fragrance ([see story](#)). Whereas My Burberry was based on the classic khaki trench coat, My Burberry Black is inspired by the idea of a black trench against bare skin, creating a more sultry, intense scent.

Working alongside Francis Kurkdjian, Burberry chief creative and CEO Christopher Bailey developed a perfume with jasmine, peach and rose finishing with amber patchouli. To house the fragrance, an amber bottle has a horn-detailed cap to mimic the trench's buttons, while a gabardine ribbon pays homage to Burberry's iconic waterproof fabric developed more than a century ago.

This marks Ms. James' first appearance in a global advertising campaign ([see story](#)). The print ads shot by Mario Testino show her leaning against a large scale version of the My Burberry Black bottle.



*My Burberry Black ad campaign; copyright Burberry*

The video effort finds the actress out in the rain wearing a black trench and matching pumps. As she navigates the downpour with a black umbrella, Duffy's recording of "I Put a Spell on You" plays.

As the scene changes, Ms. James is seen backlit facing away from the camera in a darkened room. She spritzes perfume around her neck and shimmies out of her coat, revealing her bare back as she turns her face toward the viewer.

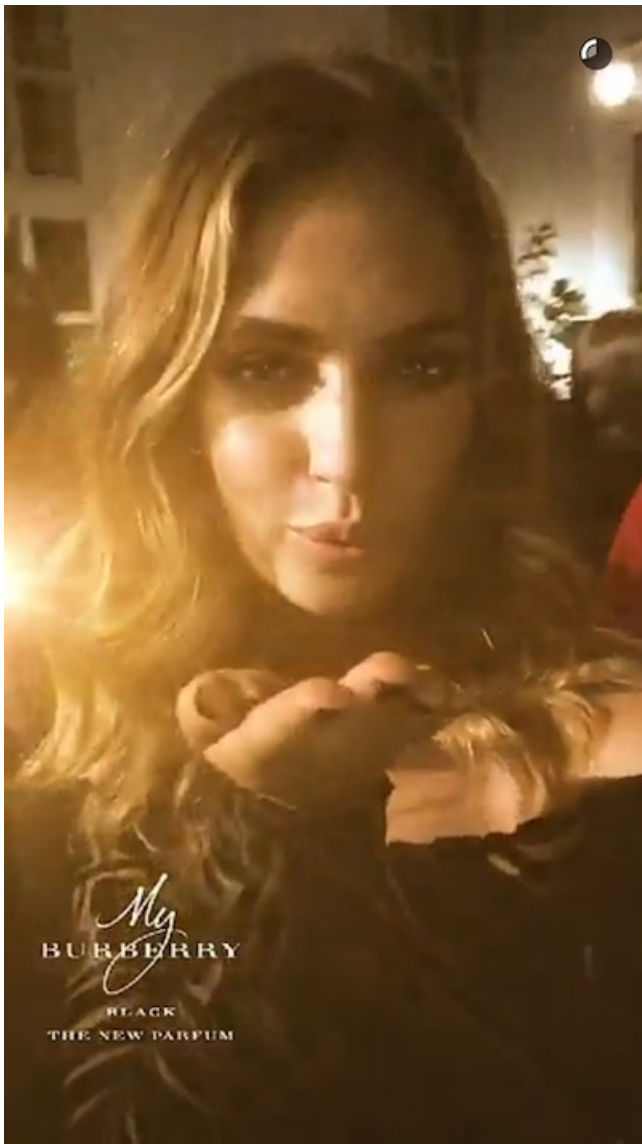
*My Burberry Black the Intense and Sensual Fragrance for Women*

In a Snapchat story, consumers are taken into Ms. James' world as she preps for the launch party for My Burberry Black. She opens the door as a bouquet of flowers and a handwritten note from Mr. Bailey arrives, letting the viewer watch as she applies her makeup and slips on a black dress before heading into a car.

While driving to the venue, she passes a billboard that is playing her ad. Clear Channel's One Piccadilly and Coventry House screens in London's Piccadilly neighborhood are broadcasting the campaign from its reveal.

When at the party, Ms. James tries out the Snapchat lens created for the campaign.

Available for 24 hours starting Aug. 23 in the United States, United Kingdom, France, Italy and Germany, the lens opens by placing the user in the midst of a rainstorm shielded by an umbrella. The lens then asks the consumer to blow a kiss, a move that triggers a ray of golden light to appear.



*My Burberry Black Snapchat lens*

Other brands have seen success with Snapchat lenses.

U.S. fashion label Michael Kors' sponsored Snapchat lens for National Sunglasses Day garnered more than 104 million total views, according to the brand.

On June 27, Michael Kors allowed consumers to try on its Kendall II sunglasses via a one-day-only Snapchat filter lens. Using Snapchat as a virtual mirror, consumers were able to try on three colors of the Kendall II style, with each pair creating a different experience ([see story](#)).

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