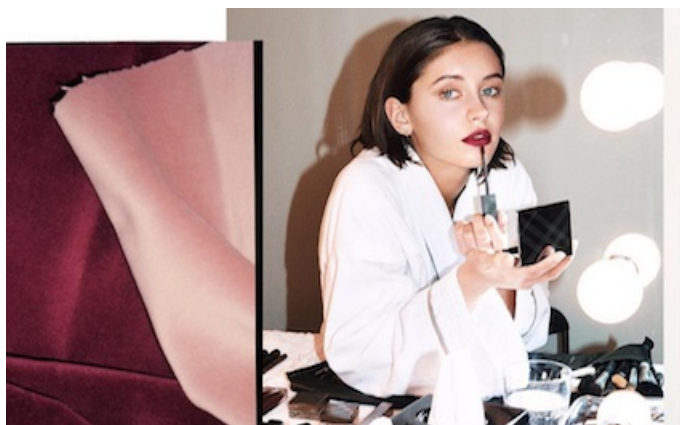


FRAGRANCE AND PERSONAL CARE

## Burberry sees "authentic British attitude" in Iris Law

January 17, 2017



*Iris Law for Burberry Beauty*

By STAFF REPORTS

British fashion house Burberry has selected up-and-coming model Iris Law as the new face of Burberry Beauty.

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Sixteen-year-old Ms. Law is the daughter of actors Jude Law and Sadie Frost and counts Burberry as her first-ever advertising campaign. A new generation of A-List progeny is on the rise, with many celebrity children making names for themselves through high-profile modeling contracts.

Go all out

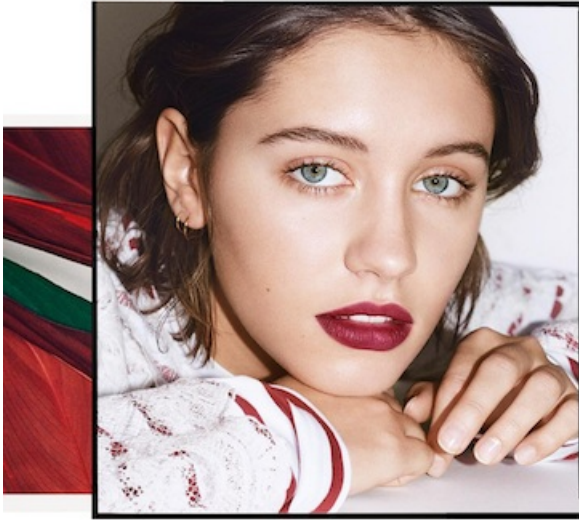
Burberry announced Ms. Law as the new face of Burberry Beauty along with a product debut.

Across its social channels, as well as a dedicated email blast, Burberry introduced both Ms. Law and its Liquid Lip Velvet lipstick range. Burberry's \$34 Liquid Lip Velvet is a matte liquid lipstick available in 14 shades.

Ms. Law appears in Burberry still imagery that resembles behind-the-scenes Polaroids. In one image, Ms. Law is shown in the reflection of a vanity table applying Liquid Lip Velvet and is quoted in the caption saying, "Go all out with color of your lip."

Wendy Rowe, Burberry's beauty consultant and makeup artist for the campaign, selected Military Red N 41 and Oxblood N 53 for the Ms. Law-fronted effort.

Burberry chief creative and current CEO selected Ms. Law for the campaign due to her "infectious creative energy" and "authentic British attitude."



*Iris Law wearing Burberry Beauty's Liquid Lip Velvet*

Ms. Law joins a growing number of A-list children to be tapped by luxury houses as ambassadors. Lily-Rose Depp, Willow Smith, Brooklyn Beckham, Keira Gerber, to name only a few, have all been selected by high-profile houses to garner attention from young, millennial and Gen Z consumers.

Rafferty Law, Ms. Law's brother, for example, was featured in Dolce & Gabbana's spring/summer 2017 with a cast of fellow millennials.

Dolce & Gabbana's campaign included other famous progeny, such as Brandon Thomas Lee, Presley Gerber and Gabriel Kane. The models are the sons of Pamela Anderson, Cindy Crawford and Daniel Day-Lewis, respectively ([see story](#)).

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