

FRAGRANCE AND PERSONAL CARE

Burberry bottles confidence, playfulness in new fragrance

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Lily James for My Burberry Blush. Image credit: Burberry

By STAFF REPORTS

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British fashion label Burberry is exploring the latest scent in its My Burberry line by getting personal with actress Lily James.

My Burberry Blush, launched July 24, is a lighthearted fragrance, meant to evoke the energy present in an English garden at dawn. In a short film created to debut the scent, Ms. James reprises her role as a My Burberry spokesmodel, sharing her own memories and musings on the perfume's notes as well as the concept of blush.

Sunrise scent

Ms. James previously appeared in the marketing for My Burberry Black, her first global advertising campaign. Whereas My Burberry was based on the classic khaki trench coat, My Burberry Black was inspired by the idea of a black trench against bare skin, creating a more sultry, intense scent ([see story](#)).

My Burberry Blush brings the scent family to a feminine place. Developed by Burberry president and chief creative Christopher Bailey alongside perfumer Francis Kurkdjian, the fragrance features notes of pomegranate, lemon, rose, apple, jasmine and wisteria.

Bringing these notes to life, Burberry taped Ms. James talking about everything from her take on the English countryside and London to memories of her grandmother's rose garden and her tendency to blush.

Introducing My Burberry Blush a New Fragrance with a Sparkling Twist

Like its predecessors, the bottle for My Burberry Blush has a cap that mimics the horn buttons on a Burberry trench coat. However, this detail and the gabardine knot tied around the bottle's neck are both in lighter shades.

The print campaign for My Burberry Blush, lensed by Mario Testino, shows Ms. James leaning against a large-scale bottle of the scent, a pale pink trench coat clutched against her.



My Burberry Blush campaign. Image courtesy of Burberry

A campaign film set to the tune "I Put A Spell On You" finds the face dressed in the trench. Sitting on a giant bottle of My Burberry Blush, she applies the perfume and products from the makeup line inspired by the collection before ripping off the bottle's ribbon and twirling.

The Burberry Blush makeup includes cosmetics in pinks and nudes, including a limited-edition palette.

My Burberry Blush will retail on the brand's ecommerce site, select Burberry stores and select retailers.

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