

Burberry takes influence from '80s holiday hit for gifting effort

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Cara Delevingne for Burberry. Image courtesy of Burberry

By STAFF REPORTS

British fashion label Burberry is debuting its gifting collection with a synth-pop infused campaign.

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Starring model-actor Cara Delevingne and actor Matt Smith, Burberry's campaign shows the duo in a bouncy wintry film. Released as Burberry chief creative officer Christopher Bailey announced his exit from the label ([see story](#)), the nostalgic ads promote the last gifting collection that will be launched with the designer at the helm.

'80s on its mind

Ms. Delevingne has had a long relationship with Burberry, working with the house since 2010 and serving as the face of its My Burberry scent. In addition to a successful modeling career, she has now turned her attention more toward acting, with lead roles in films including "Paper Towns" and "Valerian and the City of a Thousand Planets."

"Thank you to the creative genius and my dear friend Christopher Bailey for involving me in this and all the incredible projects over the years," Ms. Delevingne said in a statement. "It has been and always will be a joy to work with you and the Burberry family."

This is Mr. Smith's first time collaborating with Burberry and his first fashion campaign. The former star of "Doctor Who" currently plays Prince Philip in "The Crown."



Matt Smith for Burberry. Image courtesy of Burberry

"Burberry has always been a brand that I have admired," Mr. Smith said. "From the football stands to the macs on the runway. The chance to work with Christopher, who with his design and vision, has contributed so much to a brilliant British brand and indeed left a footprint not only on fashion but British culture itself, is a huge privilege.

"Working with both Alasdair McLellan and Cara Delevingne, two fashion and creative heavyweights, was also very appealing, and made partnering for this campaign an easy choice for me," he said.

Burberry's spot opens with Ms. Delevingne singing a line from "Always On My Mind" a cappella, seemingly introspective in black-and-white footage. Her costar looks similarly thoughtful, as both are seen walking through a snowstorm separately.

From there, the Pet Shop Boys' cover of the track kicks in, and the ad kicks into Technicolor. Matching the 80s version of the song, the pair is seen making faces at each other or goofing around in Burberry's new collection.

Cara Delevingne and Matt Smith by Alasdair McLellan for Burberry

The cover was originally performed by the group as part of a 1987 television special commemorating Elvis Presley's career. Pet Shop Boys recorded their version, and it became the number one Christmas single in the U.K. that year.

Shot by Alasdair McLellan, the campaign also includes stills, capturing similarly ebullient moments.

Released alongside the campaign on Nov. 1, a new collection features knitwear and scarves, coats, accessories, jewelry and handbags.