

APPAREL AND ACCESSORIES

Burberry heralds summer collection with creative collaboration

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Adwoa Aboah in Manhattan. Image credit: Burberry

By STAFF REPORTS

British fashion label Burberry has released the second part of its collaboration between photographer Juergen Teller and artistic director and model Adwoa Aboah.

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The collaboration sees the model and photographer partnering on a series of rooftop photos shot in New York of Ms. Aboah and a number of her model colleagues wearing the latest pieces from Burberry. The series coincides with the launch of Burberry's summer collection, which is featured in the photos.

New York is my second home," Ms. Aboah said in a statement. "I have made a nest here and created a community of the bestest friends in the world. Most of them are Londoners on a rite of passage, living away from home for the first time.

"New York is exciting, offering something day and night," she said. "It has skylines that go on forever, intimidating and suffocating but always beautiful and never boring."

Summer time

The rooftop photo shoot serves as a promotion for the brand's upcoming summer collection. The clothing combines eclectic patterns and materials to create a light and playful look that is supported by the campaign imagery's summery, outdoor setting.

Subjects in the campaign include Ms. Aboah's friends and family, including her cousins, sister and fellow models.



Ms. Aboah's sister Kesewa Aboah. Image credit: Burberry

The first part of this campaign was set on London's Regent's Canal while the second part travels across the pond to Downtown Manhattan. A third part to the campaign is scheduled for May of this year.

This campaign comes soon after Burberry announced that it is expanding its ecommerce distribution through a partnership with Farfetch.

The new alliance will see Burberry technology integrated into Farfetch's API, allowing the brand's entire global inventory to be retailed via the marketplace. As ecommerce growth continues to outpace overall luxury sales, this collaboration will increase Burberry's online distribution to 150 countries ([see story](#)).

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