

FRAGRANCE AND PERSONAL CARE

Burberry flaunts edgier take on London roots amid creative transition

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Burberry bottles up the essence of London in Her fragrance. Image credit: Burberry

By BRIELLE JAEKEL

Amongst a series of creative changes within its business, British fashion label Burberry is bottling up the essence of its hometown with a new product touted by a well-known face.

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British model Cara Delevingne is the front woman for Burberry's upcoming fragrance launch that is said to embody the "bold attitude and adventurous spirit of a Londoner." The model has lent more than just her modeling skills to the campaign.

"Her Eau de Parfum by Burberry is unique because it is a memorable signature," said Francis Kurkdjian, master perfumer at Burberry. "To achieve that, you need a strong accord, an olfactive story that translates your vision."

Burberry and London

Working with photographer Juergen Teller, Burberry has captured a series of photographs of Ms. Delevingne throughout the city of London to promote the new fragrance.



Burberry's new fragrance is different than its past scents. Image credit: Burberry

The scent, said to represent the spirit of London, is named Her and is another shift in the label's traditional strategies. Burberry has explained that Her focuses on the edgier side of London, a new direction for the brand that has typically centered on traditional fragrances.

Burberry believes that Ms. Delevingne embodies the spirit of a Londoner and the scent, so much so that she has recorded a song for the campaign.

The model recorded her own rendition of the classic song "Maybe It's Because I'm a Londoner," which was originally written in the 1940s by Hubert Gregg during World War II. A series of still images for the campaign are weaved together as her new version of the song plays, along with iconic sounds from the city.

"Maybe it's because I'm a Londoner that I love London so," the lyrics say. "Maybe it's because I'm a Londoner that I think of her wherever I go. Maybe it's because I'm a Londoner that I love London Town."

Photographs of Ms. Delevingne show her all throughout the city including parks, iconic landmarks and traveling on a double decker bus. Throughout the film, images of the model waving a scarf with Burberry's signature check pattern in the London wind are also shown.

Burberry embodies its Her fragrance in new campaign

The video ends with an image of the bottle itself, after briefly appearing in the film's middle.

Burberry's Her fragrance is exclusively available at Macy's.

Tisci's takeover

As the British fashion label has undergone a number of dramatic changes since chief creative officer Riccardo Tisci has taken over, his first fashion show debuted with an extensive approach to marketing in streetwear style.

Burberry took modern, interactive approaches to marketing for its spring/summer 2019 collection, including a takeover of high-end streetwear digital hub Highsnobiety. The day of the label's first runway show under the guidance of Mr. Tisci saw a variety of out-of-home initiatives around the globe and Burberry branding of the media platform's digital and print publications ([see story](#)).

Burberry also turned heads in the luxury world by unveiling a new logo and monogram after decades of its iconic

emblem.

The new designs were unveiled on social media Aug. 2 after teasers leading up to the reveal. Burberry shared letters and behind-the-scenes memos of discussions regarding the monogram and logo before showing it off itself ([see story](#)).

"The combination of these sunburst berries and British spirit blended with the ambery musky accord brings this very unique signature," Mr. Kurkdjian said. "You can immediately recognise when someone is wearing it. It's a signature scent."

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