

APPAREL AND ACCESSORIES

Burberry reinterprets brand identity in artistic initiative

October 31, 2018



Burberry's The Art of Interpretation reimagines its monogram. Image credit: Burberry

By SARAH JONES

British fashion label Burberry is putting a new spin on its revamped monogram with the help of a handful of artists.

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Earlier this year, newly installed chief creative officer Riccardo Tisci made over Burberry's logo and monogram, giving the brand a new image. Celebrating this update, Burberry has invited creatives to rethink the monogram in their chosen medium, ranging from plants to paper laser cutting.

"Advertising is becoming less and less effective for luxury brands," said Al Ries, chairman of marketing consultancy at [Ries & Ries](#), Roswell, GA. "Burberry and other brands are looking for ways to promote themselves via PR, or public relations.

"Having artists interpret the company's monogram is one way that Burberry can created positive publicity about its brand," he said.

Mr. Ries is not affiliated with Burberry, but agreed to comment as an industry expert. [Burberry](#) was reached for comment.

Art meets advertising

Burberry turned heads in the luxury world this summer when it unveiled a new logo and monogram after decades of its iconic emblem.

Burberry's new monogram features orange, brown and white with lines intersecting through various letter T's and B's. The T and B designations are for the brand's founder Thomas Burberry ([see story](#)).



Burberry unveiled a new monogram this year. Image credit: Burberry

Now, Burberry is rethinking this monogram even further. "The Art of Interpretation" features work by six artists, who used this graphic pattern as a jumping-off point.

Amsterdam-based Diana Scherer works in plant weaving. For Burberry, she created a template underground, which molded the roots as they grew into the shape of the monogram.

Graphic designer Sam Coldy reimagined the monogram by giving it a 3D-style touch.

London-based Isobel Napier used her paper cutting technique to finely shred a print of the monogram, creating a fabric-like piece.

Fellow London artist A.CE created a screen-printed collage that blends the Burberry monogram with imagery of faces.

Goodchild, also a local Londoner, made graffiti art in black and red using the monogram.

Kent-based screen printer Kingsley Ifill said he wanted to give the monogram a more disordered look. He achieved this look by layering the monogram pattern over itself.

Burberry's The Art of Interpretation

Monogram makeover

Burberry's new monogram has been central to a number of the brand's recent efforts led by Mr. Tisci.

The house is the latest luxury label to embrace the streetwear-inspired drop product release format with the debut of monthly collections.

Burberry's B Series kicked off with a collection featuring the monogram on Oct. 17. As consumers constantly seek out newness, luxury brands are finding ways to deliver products outside of the traditional seasons ([see story](#)).

Mr. Tisci's first fashion show also 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 centered on its monogram. 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](#)).

[View this post on Instagram](#)

The #ThomasBurberryBear at Marble Arch, London . #ThomasBurberryMonogram

A post shared by Burberry (@burberry) on Sep 12, 2018 at 7:03am PDT

Instagram post from Burberry

Similarly to the storied houses they represent, luxury logos are often steeped in history and heritage.

With designs that draw from a brand's past or present, logos serve to visually position companies in consumers' minds. While most logos remain unchanged year after year, some brands including Burberry have decided it is time for an update, rethinking their branding to reflect a new direction or time ([see story](#)).

"Consumers pay the most attention to the brand name, not the logotype or monogram," Mr. Ries said. "Some of the most powerful brand names have very simple logotypes.

"There is very little risk, but there is also very little reward in constantly revising a company's 'visual' identity," he said. "Powerful brands are built around verbal 'positions.'"

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