

APPAREL AND ACCESSORIES

Burberry casts actors, musicians and models in festive campaign

November 1, 2018



Naomi Campbell for Burberry's festive campaign. Image courtesy of Burberry

By STAFF REPORTS

Ahead of its official holiday campaign debut, British fashion house Burberry has revealed the names who will be starring in the effort.

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Burberry's festive campaign often goes for star power, with previous years featuring figures including Sir Elton John and Sienna Miller. For 2018, Burberry has brought back some existing faces while also tapping new talent.

Festive faces

Matt Smith, who recently ended his run as Prince Phillip in the Netflix series "The Crown," is returning to Burberry's festive campaign for the second year in a row.

Last year, Mr. Smith starred alongside model-actor Cara Delevingne in a synth pop-infused campaign ([see story](#)).

Model Naomi Campbell is also making a reappearance in Burberry's holiday campaign ([see story](#)). This year, she appears with her mother Valerie Morris-Campbell.

Actress Kristin Scott Thomas and rapper M.I.A round out this year's cast.



M.I.A is appearing in Burberry's festive campaign. Image courtesy of Burberry

The campaign, which will debut across the brand's channels on Nov. 13, was shot and directed by photographer Juno Calypso.

Burberry often looks to celebrities and cinematography for the holidays. In 2016, for instance, the brand got consumers in the holiday spirit by telling a dramatized story of its founder and the key moments in time that shaped its brand.

"The Tale of Thomas Burberry" is a three-minute trailer for an imagined full-length film, directed by Academy Award winner Asif Kapadia and written by Academy Award nominee Matt Charman. Rather than aligning with traditional holiday themes, Burberry's film instead looks to create an emotional appeal for its gifting collection with themes of love, adventure, dreams and tradition ([see story](#)).

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