

APPAREL AND ACCESSORIES

Burberry mixes modernity, tradition in Chinese New Year campaign

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Burberry's Chinese New Year campaign. Image courtesy of Burberry

By STAFF REPORTS

British fashion house Burberry is painting portraits of family togetherness in a marketing push for Chinese New Year.

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The brand's Lunar New Year campaign features a series of shots featuring multigenerational models. While Burberry has previously marketed gift ideas for the holiday, this marks the brand's first advertising effort around Chinese New Year.

Family picture

Burberry tapped photographer Ethan James Green to direct and shoot the campaign. Chinese actresses and Burberry brand ambassadors Zhao Wei and Zhou Dongyu star in the effort, appearing in their first campaign for the brand.

"The campaign draws on the concept of families reuniting for the most important holiday of the year, and represents a sense of belonging, but in a very fresh way," Ms. Zhou said in a statement. "It was great fun being back on set with Zhou Dongyu I enjoyed it very much."

The models in the campaign wear apparel and accessories in black, red and camel hues. Along with the traditional trench coats and scarves, Burberry is featuring streetwear styles such as hoodies and joggers.



Image from Burberry's Chinese New Year campaign. Image courtesy of Burberry

Furthering this modern take on tradition, the images take place in an urban environment that has minimal classic furniture. The imagined family is photographed in a series of portraits, as models rest their heads on each other or link arms affectionately.

"A family portrait is a very simple concept, but the ceremonial sense behind it holds so much more," Ms. Zhou said in a statement. "For me, being able to go home once a year to spend quality time with my family is something I value above all else, and I wouldn't trade it for anything."

Burberry has previously appealed to Chinese consumers around other cultural holidays.

As Chinese Valentine's Day, or Qixi, approached, luxury brands felt the love with gifting and experiential offers.

According to [Jing Daily](#), Burberry chose Qixi to launch its first mini program on WeChat. The mobile feature asks users to take a quiz with their significant other.

Completing the questionnaire allowed users to view Burberry's latest designs, which included two handbags made exclusively for Qixi ([see story](#)).