

APPAREL AND ACCESSORIES

Burberry taps Gigi Hadid for Monogram campaign

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Burberry's Monogram campaign. Image courtesy of Burberry

By STAFF REPORTS

British fashion house Burberry is celebrating its heritage through a collection that centers on a monogram bearing the initials of its founder.

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After joining the brand last year, chief creative officer Riccardo Tisci worked with graphic designer Peter Saville to create a new monogram for the label, featuring an interlocking T's and B's for Thomas Burberry ([see story](#)). Now the first full collection devoted to the monogram is launching with an advertising effort starring Gigi Hadid, marking the top model's first campaign appearance for the brand.

"When I first started at Burberry, I spent a lot of time in the archives researching the rich history of the house," said Mr. Tisci in a statement. "I quickly became very interested in Thomas Burberry and who he was not only as an inventor and innovator, but also who he was as a man, a husband and a father.

"When I saw an image of his initials, the design felt so special and actually very modern, so I quickly developed it into a new code for the house," he said. "It's a symbol that not only embraces Burberry's heritage but also feels very contemporary.

"What I wanted to do with the collection was to celebrate the breadth of who we speak to as a brand. Alongside some of the most talented creative icons of today and tomorrow, I am so proud of what we achieved together with this campaign."

Initial collection

Burberry's Monogram collection features ready-to-wear and accessories for men and women.

Pieces range from classic and tailored to more streetwear inspired. T-shirts, hoodies and bum bags are geared towards a younger clientele, while a more dressed up consumer might pick up a silk A-line skirt or a nylon car coat.

Speaking to consumers' wellness goals, Burberry also teamed up with Liforme to develop a yoga mat featuring the

monogram motif.



Burberry's monogram collection. Image courtesy of Burberry

Burberry also geared the pricing towards a range of customers, with pieces costing between 50 and 1,500 pounds. The collection will debut at retail on May 22.

Promoting the line, Burberry tapped photographer Nick Knight to shoot a campaign featuring Ms. Hadid. In the images, the model embodies all four characters that the line was designed for: the lady, the gentleman, the boy and the girl.

Burberry's Monogram collection

Mr. Tisci has been putting his own spin on Burberry while also keeping up the brand's codes.

After a highly publicized start at the company and heralding a major rebrand, Mr. Tisci dropped his first advertising campaign earlier this year with a multigenerational focus so deep it extends behind-the-scenes.

Starting from the inside out, the British fashion label has assembled a cast of both photographers and models who span generations and countries of origin. The goal was to shine a light on Burberry's ability to transverse between its heritage and modern strategy, exhibiting that it is able to appeal to all people ([see story](#)).