

APPAREL AND ACCESSORIES

Burberry takes cues from British culture, climate in fall campaign

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Burberry's autumn/winter 2019 campaign. Image courtesy of Burberry

By STAFF REPORTS

British fashion house Burberry is juxtaposing the reserved and the relaxed in an advertising campaign that aims to further its inclusive brand positioning.

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Shot by photographers Nick Knight and Danko Steiner, the campaign depicts models at the sea or on a campaign shoot. Through these foils, Burberry is looking to showcase its appeal to a wide range of consumers, from the streetwear devotees to sophisticates.

"At the core of what we are doing at Burberry is a passion for the house to become an identity and a lifestyle one that transcends barriers and is inclusive to all," said Riccardo Tisci, chief creative officer of Burberry, in a statement. "This campaign explores the many facets of British culture and how they coexist.

"Together, Danko and Nick celebrate the importance of self-expression and identity through their own distinct lenses," he said.

Contrasting campaign

Burberry's campaign reflects the idea behind the autumn/winter 2019 collection, which featured both classic tailoring and more rebellious styles.

The ad effort features an ensemble cast, including Gigi Hadid, Irina Shayk, Fran Summers, Sora Choi, He Cong and Alexis Chaparro. This also marks the debut Burberry campaign for models Freja Beha Erichsen, Finn Rosseel, Shayna McNeill, Anna Ross, Kacie Hall, Heejung Park, Mammima Aker, Xie Yunpeng, Junior Vasquez, Benji Arvay and Maxwell Annoh.

Mr. Steiner helmed the seaside photo shoot, which finds models perched atop platforms amid moving water or wading into the ocean. This series of shots features classic styles such as trench coats and suits.

[View this post on Instagram](#)

#Tempest has arrived . Introducing the #BurberryAutumnWinter19 collection, captured by @DankoSteiner . The first series of images, elegant and refined, starring @IrinaShayk, @GigiHadid, @Sola5532, @Face_Story, @Finn_Woro, @FranSummers and @Frejabeha.Erichsen. Sophisticated tailoring and sharp outerwear silhouettes, in a myriad of #BurberryBeige, are mirrored in the poised and calm reflection of the sea . #BurberryGeneration

A post shared by Burberry (@burberry) on Aug 21, 2019 at 4:31am PDT

Instagram post from Burberry

"It was Riccardo who had the brilliant idea to shoot the collection by the sea," Mr. Steiner said in a statement. "The result is that these classic silhouettes of his Burberry ladies and gentlemen end up being framed by water.

"The concept of water came directly from the theme of Burberry's Tempest show," he said. "While the ocean is an enduring, beautiful backdrop for photography, we wanted the sea to play a larger part in the images - water is the source of change and discovery.

"We wanted our amazing cast to interact with the idea of engaging with a powerful, natural force. I have always believed that the seas and oceans unite us."

In contrast, Mr. Knight's shots find models indoors on a set. While wearing more relaxed attire, the campaign stars hold cameras, and Mr. Knight says they wanted it to look as though the models could have shot the campaign themselves.

"We wanted to break the idea of models posing and looking perfect and show a more real and unmanipulated vision," Mr. Knight said in a statement.

"I feel we focused on the raw and unpolished energy of youth," he said. "It reflects the many different viewpoints that are available to everybody through social media.

"It seems our whole lives are screen-based now, with images available on every surface around us from our phones and laptops to digital billboards."



Burberry's autumn/winter 2019 campaign comments on selfie culture. Image courtesy of Burberry

The campaign is breaking on Aug. 21, timed to the launch of the Tempest collection in-stores and online.

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 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](#)).

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