

APPAREL AND ACCESSORIES

Riccardo Tisci, in loving style, launches first holiday campaign for Burberry

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Perky: Riccardo Tisci's first holiday campaign for Burberry takes the British brand to the edge - and back. Image credit: Burberry

By STAFF REPORTS

Burberry has introduced its first holiday campaign since Riccardo Tisci took creative charge of the storied British brand.

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The 69-second film at the center of the campaign, in true Tisci-style, is titled "What is Love?" and stars what the chief creative officer calls his "Burberry family." The campaign photography and video as well as the merchandise showcase Mr. Tisci's inclusive approach.

"I am connected to the idea of unity, togetherness and challenging the perception of what is love?' today," Mr. Tisci said in the campaign statement. "This for me is the real spirit of the season. It's one of my favorite times of the year when I can stop, reflect and reconnect with those who make me feel happy and at home, no matter where I am in the world.

"I loved the idea of bringing together a group of people that have been so supportive of me since I joined Burberry to celebrate my first holiday campaign for the house," he said.



Holiday looks from the Burberry Festive Campaign. Image credit: Burberry

Family time

The film celebrates the festive season, signaling a time of hope, love and coming together around the world with whoever is considered family those who bring happiness and joy and lift the spirits.

The **campaign** features Burberry ambassadors such as musician, model, activist and former French First Lady Carla Bruni, British model Fran Summers, Chinese actress Zhou Dongyu, South Korean actor Yoo Ah-in and Italian musician Mahmood.



Burberry's big family posing for the holiday campaign. Image credit: Burberry

The models all wear statement silhouettes and prints that celebrate the season, from elegant and embellished evening gowns and tailoring to winter warming outerwear reinforced with Burberry house codes of the Icon stripe and Thomas Burberry Monogram.

Photographers Mert & Marcus shot the campaign images.

What is Love? Burberry has the answer ...

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