

APPAREL AND ACCESSORIES

Burberry heralds the Chinese New Year with new campaign and capsule collection

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Burberry Chinese New Year 2020 campaign with a capsule collection. Image credit: Burberry

By STAFF REPORTS

British fashion label Burberry has debuted its Chinese New Year 2020 campaign reflected in a vibrant celebration in red to connote joy, health and happiness in the Year of the Rat.

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The campaign stars brand ambassador Zhou Dongyu, along with models He Cong and Liang Jiyuan. A 20-second video supports the imagery.



Burberry Chinese New Year campaign 2020. Image credit: Burberry

Code red

Photographer Leslie Zhang shot the models in the campaign, dressed in Burberry designer Riccardo Tisci's Chinese New Year capsule collection.



Burberry Chinese New Year campaign 2020. Image credit: Burberry

The campaign highlights a collection in vivid red, featuring tailoring and sports-influenced separates and other pieces, as well as new iterations of Burberry's iconic Union sneaker and the Lola runway bag.

Appearing throughout is a limited-edition Thomas Burberry Monogram motif, inspired by the Chinese zodiac and animated with an original illustration in honor of the Year of the Rat.

THE COLLECTION is available to purchase in select stores worldwide.

Burberry's Chinese New Year 2020 campaign: "Year of the Rat"

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