

APPAREL AND ACCESSORIES

Burberry gives voice to models with spring-summer 2020 campaign

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Burberry spring-summer 2020 campaign featuring Rianne van Rompaey and He Cong Image Courtesy of Burberry, Inez and Vinoodh

By LUXURY DAILY NEWS SERVICE

Burberry has launched its spring summer 2020 campaign that begins to recognize the vision of chief creative officer Riccardo Tisci for the storied British fashion brand.

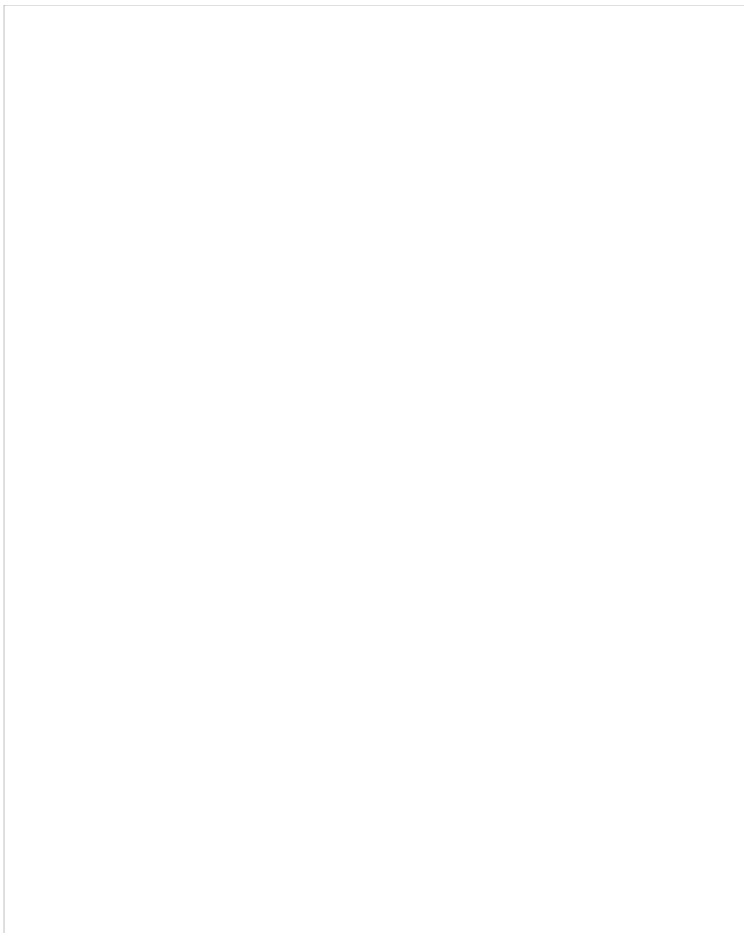
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Shot by Inez and Vinoodh, the photo-and-film campaign stars Bella Hadid, Gigi Hadid and Kendall along with Benji Arvey, He Cong, Freja Beha Erichsen, Nozomu Ito, Reece Nelson, Tosin Olajire, Rianne van Rompaey and Mona Tougaard.

"I have been working for a few seasons to define a new identity and visual language for this house," Mr. Tisci said in a statement. "This campaign feels like the beginning and I wanted to celebrate the men and women who represent Burberry some who have been a long-standing part of my career and others who have started this Burberry journey with me.

"Together, they capture the sophistication and attitude at the heart of the house today," he said.

Based in London, **Burberry** is the leading British fashion label, getting edgier by the day under Mr. Tisci's creative influence.



Burberry spring-summer 2020 campaign featuring Kendall Jenner, Bella Hadid and Gigi Hadid Image Courtesy of Burberry, Inez and Vinoodh

New look

The campaign comprises a series of images and videos, set against a backdrop of Burberry beige. It builds on Burberry's cues and codes, blending the eccentric with the classic.

Models talk about the campaign and offer their views on how they were shot in the new collection.

Key pieces for men and women from Burberry's spring-summer 2020 collection are highlighted, including tailoring, evening wear and trench coats.

Burberry's signature bags also feature, including The TB Bag and Lola, which are inspired by house founder Thomas Burberry, as well as the Pocket Bag.

Coming soon - Evolution, the [#BurberrySpringSummer20](#) campaign. [#RiccardoTisci](#)
[#BurberryGeneration](#) pic.twitter.com/wnQ1yebebC

Burberry (@Burberry) [February 4, 2020](#)