

APPAREL AND ACCESSORIES

Burberry turns to CGI tech for reality-to-fantasy campaign for TB Summer Monogram collection

July 1, 2020



Burberry introduces its new TB Summer Monogram collection with Kendall Jenner starring in reality and CGI animation. Image courtesy of Burberry, Kendall Jenner

By LUXURY DAILY NEWS SERVICE

British fashion brand Burberry has launched a fantastical campaign using CGI technology to promote its TB Summer Monogram collection, the second in its series.

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The **campaign**, starring model Kendall Jenner, captures a journey from reality to fantasy, as the company puts it, meshing the rawness of real-life capture with the fantasy of CGI.

Burberry is known for its digital chops and pushing the envelope.

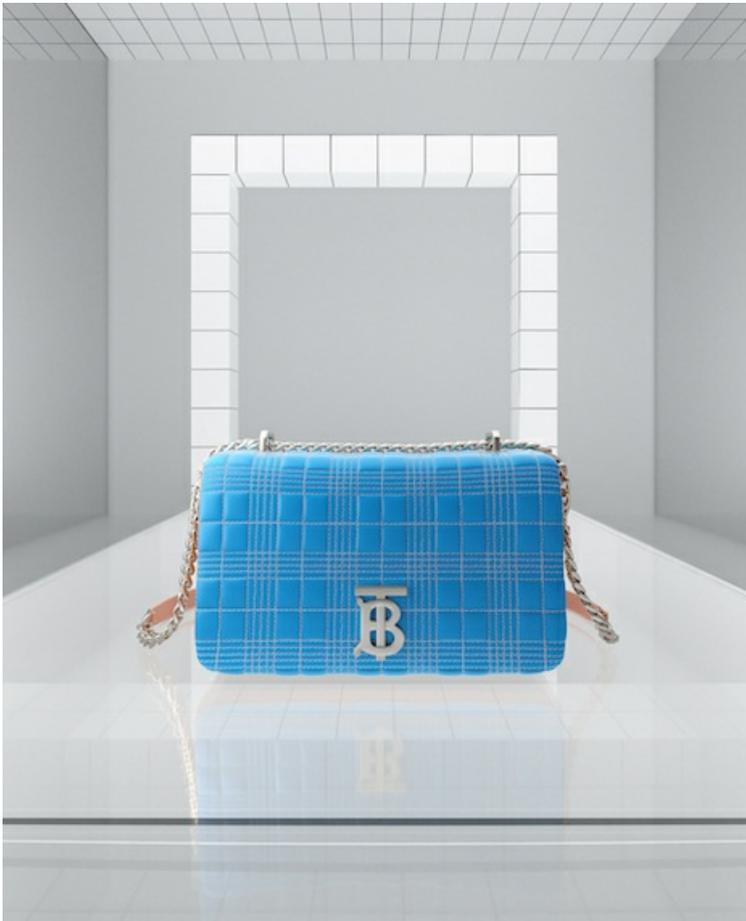
Edge of reality

The campaign video is set in a dreamlike CGI geometric world inspired by skate-parks and swimming pools, signifying the free spirit and optimism of summer.

Within this digital realm, Ms. Jenner plays four distinctive characters through a capsule of both womenswear and menswear staples from the new TB Summer Monogram collection.

The campaign video is juxtaposed with a series of raw self-portraits that were shot at home by Ms. Jenner on her computer, "bringing a grounding and a physicality to the campaign," Burberry said.

Burberry also created curated TB Summer Monogram Playlist [here](#) on Spotify.



Burberry handbag from the TB Summer Monogram collection. Image courtesy of Burberry

Burberry chief creative officer Riccardo Tisci, who designed the TB Summer Monogram collection, enlisted British creatives including photographer Nick Knight, art director Peter Saville and stylist Katy England to create the campaign.

An ode to the fashion house's founder, Thomas Burberry, the bold interlocking TB initials created by Riccardo and Peter Saville two years ago is refreshed in a larger scale and color palette of dark beige, azure blue, graphite and cobalt blue with orange accents.

The summer-inspired collection of lightweight pieces is printed with the Thomas Burberry Monogram.

The collection is available in select Burberry stores worldwide and online at Burberry.com. Farfetch will make the collection available for global ecommerce starting July 8.

Kendall Jenner for Burberry's TB Summer Monogram collection

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