

APPAREL AND ACCESSORIES

Burberry pushes boundaries in imaginative holiday film

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Burberry's holiday campaign features a cast of dancers. Image credit: Burberry

By SARAH RAMIREZ

British fashion label **Burberry** is embracing fearlessness in a surrealist film as part of its gifting campaign.

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Burberry's chief creative officer Riccardo Tisci enlisted Megaforce as directors for the new vignette, with styling by Ibrahim Kamara, production by Riff Raff Films and choreography by (LA)HORDE. The youthful campaign is the holiday effort most indicative of the more relaxed aesthetic Mr. Tisci infused the brand with when he joined Burberry in 2018.

Ice dance

The film begins inside a food shop in London. Model and dancer Zhan Samuels quickly grabs a warm snack from the cashier before joining Kevin Bago on Petticoat Lane.

The sky appears overcast and as a musical beat begins to pick up, large chunks of ice start falling from the sky. The pair initially seem unconcerned and casually dance out of the falling ice.

The Burberry holiday ad is set to a modernized version of "Singing In The Rain"

Other passerby are seen shielding themselves from the ice. The couple then cross paths with two other model-dancers, Chantel Foo and Robinson Cassarino, as a hip-hop inspired cover of "Singing In The Rain" by Dreya Mac begins to play.

Now a quartet, they continue to dance in the icy streets alternating between dodging the falling ice and using ice as props for their choreography.

Both women are wearing Burberry quilted jackets, with Ms. Samuels wearing hers over a classic trench coat, while the men are wearing jackets in the brand's iconic Tartan. Both Ms. Samuels and Mr. Cassarino are carrying Burberry pocket bags, a more recent addition to the handbag lineup inspired by the brand's archives.

As they continue dancing, the street becomes increasingly icy. Adding to the surrealism, the scene freezes for a moment before a floating ball of ice shatters from the dancers' energy.

After dancing down the length of the high street, the group arrives to the edge of the beach.

Exuberantly, Mr. Bago jumps over the seawall and runs through the sand, tearing off his jacket and dress shirt. With the ice continuing to fall, he leaps into the ocean.

In the final shot, he is seen taking a breath and falling back to float in the waves. As the song fades out, the only sound heard is the blocks of ice hitting the water.

Season of giving

Titled simply "Future, Youth, Creativity," the film plays up the label's shift towards streetwear while referencing its origins as an outerwear brand. Thomas Burberry established the brand on the idea that clothing should be designed to protect from the harsh British elements.

British sensibilities were also at the center of the brand's 2018 holiday effort.

"Close Your Eyes and Think of Christmas" was a moody glimpse at the busiest time of year, with gloomy British weather and crowded trains standing in the way of a family feast. The first holiday campaign under Mr. Tisci, it blended iconic Burberry pieces with its more updated aesthetic ([see story](#)).

This year's gifting campaign is further supported by a series of still images by photographer Rafael Pavarotti. Mr. Kamara was responsible for the styling.

The photographs feature an expanded cast of dancers and models, as well as professional soccer player Marcus Rashford MBE.

Mr. Rashford, a forward for the English national team, was recently named the face of the "Burberry Supports Youth" charitable initiative. The label is getting into the holiday spirit by giving back to youth charities across the world ([see story](#)).

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