

APPAREL AND ACCESSORIES

Burberry gets to know its creative director in inquisitive video

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Menswear autumn/winter 2021 presentation. Image credit: Burberry

By NORA HOWE

British fashion label Burberry is diving into the mind of Riccardo Tisci with the release of a film campaign that prompts the creative director with an array of questions.

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Shot before the autumn/winter 2021 menswear presentation, Mr. Tisci responds to questions about food, music and life after lockdown from Burberry models. This is the second documentary-style video Burberry has released in connection with the show, offering audiences a more intimate view of the brand.

"This campaign is an interesting approach on humanizing Burberry through conversations with their community," said Dalia Strum, founder of [Rethink Connect](#) and professor at [The Fashion Institute of Technology](#), New York.

Ask Riccardo Tisci

The two-minute video captures models as they prepare for the autumn/winter 2021 menswear show in London. As they receive haircuts, each model poses a different question for the creative director.

Ask Riccardo Tisci Burberry

The first model asks a question regarding his plans post-lockdown, to which Mr. Tisci responds, "I hope to go, first, to see my mom in Italy, and I'd like to go back to reality and start traveling to Latin countries and places where I can get inspiration and relax."

In response to a question about his favorite Korean dish, Mr. Tisci says kimchi.

Another model asks about his favorite type of music. Mr. Tisci thinks for a moment and says, "My favorite song is Klaus Nomi's The Cold Song."

This new film is a continuation of Burberry's effort to bring its audience backstage, creating a two-way dialogue and relationship between brand and consumer.

Last week, the brand released an introspective film centered on the idea of love and freedom, shot before the autumn/winter 2021 menswear presentation.

Filmed by Marc Isaacs, "At a Distance" captures various individuals on the street, in staircases, and in courtyards near the brand's flagship store in London. Throughout the short, each person is prompted to answer and reflect on questions regarding freedom and love.



Look from Burberry's AW21 menswear show. Image credit: Burberry

The three-and-a-half minute long vignette was shot in the style of a documentary, in which the audience can hear comments from the filmmaker as he speaks with his subjects ([see story](#)).

"Behind the scenes moments merged with powerful storytelling adds dimension to the brand," Ms. Strum said. "The community does not typically get the opportunity to see behind the scenes in such an authentic manner.

"This strategy allows us to build external emotional connections as we spectate these discussions," she said.

Getting personal

As concerns surrounding the health crisis persist, people are looking for new and creative ways to engage with others. Recently, fashion brands have launched new campaigns and initiatives opening up to audiences and inviting consumers to participate in intimate conversations.

In January, French fashion label Chanel invited audiences to join a dialogue about what it means to wear the brand, highlighting the new spring/summer 2021 haute couture collection. In a roundtable discussion moderated by Caroline de Maigret, several Chanel ambassadors came together after the runway show.

While maintaining appropriate distance due to COVID-19 restrictions, the women discuss the spring/summer 2021 haute couture show, as well as the care and authenticity that Chanel weaves into each of its products and how it feels to wear the brand ([see story](#)).

To start off 2021, Italian fashion house Prada opened the conversation in a campaign, encouraging consumers to answer and reflect on profound questions. Prada's spring/summer 2021 "Dialogues" campaign examined the influence of technology and how fashion echoes the realities of a contemporary society, with an assist from user-generated content ([see story](#)).