

APPAREL AND ACCESSORIES

Burberry celebrates multifaceted femininity in new effort

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Riccardo Tisci's first womenswear presentation for Burberry was called *Femininity*. Image credit: Burberry

By KATIE TAMOLA

British fashion label Burberry is exploring the freedom of femininity in a new effort for its autumn/winter 2021 collection.

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In a short film, Burberry creative director Riccardo Tisci explains the inspiration behind the collection, his personal connection to women and his family and how the collection represents true feminine freedom. As Mr. Tisci sits on a set of stairs and discusses his thoughts, viewers are able to see models sporting pieces from the new collection.

"When buying fashion today, the contemporary consumer is interested in more than aesthetic or style," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "They are interested in figuring out the purpose of each brand and if that resonates with them, they adopt it."

"While the collection encapsulates the tradition of Burberry, in forms and colors that derive from the trench coat, with the collection unraveling on a beige draped catwalk, it also includes elements that contemporize the brand through Mr. Tisci's vision of the contemporary woman," she said. "Mr. Tisci manages to blend all these elements by proposing designs that offer an "and" position: One can be fierce and sensual, respect British tradition and be multicultural, dress feminine and be fluid in attitude."

On femininity

The short film opens with a shot of a large area, containing several curtains and staircases in a creamy, tan color. Mr. Tisci's voiceover begins.

"The big inspiration was to make this very powerful collection, this woman that is on this collection is a freedom woman, a warrior, a woman that is not scared," he says. "It is a love letter to women, it's about celebrating femininity."

Riccardo Tisci on Femininity'

The camera cuts to a shot of Mr. Tisci explaining his inspirations for the collection, then pans to various models wearing the designs. He explains that the collection is a celebration of the future, which is based on freedom.

Burberry's chief creative officer then explains how his work on womenswear collections is often more emotional, as he is influenced by his familial upbringing with eight sisters. As his voiceover continues, there is a shot of Mr. Tisci watching admiringly as the models walk around the wide area.

"I've been growing up with these very strong women, they have to survive and they have to be strong, like warriors." he says.

Mr. Tisci continues explaining that one of the most beautiful and influential aspects of the world right now is the fact that more women are gaining more power. He highlights the idea that women, like all humans, are multifaceted.

"Hearing Mr. Tisci share his respect and reverence for women allows people to see how his experiences shape his designs," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "Knowing that he grew up with a number of women who framed his thoughts as well as showing the diversity, brought home the complexity and duality of women."



The vignette is the label's latest celebration of women and freedom of expression. Image credit: Burberry

Women can be anything and can be several things at once, a concept Mr. Tisci hopes to have reflected in the new collection. He also explains that while the collection embraces and enables freedom, many of the pieces feature the classic colors of Burberry.

Mr. Tisci also explains that he hopes the "Tisci alphabet" is reflected in Burberry, that the collection is experimental and will allow women the freedom to continue being several entities at once.

Celebrating women

More brands are exploring what it means to be feminine and what it means to be a woman. Brands are continuously promoting new campaigns and initiatives that celebrate and promote women in every realm, from their successes to their creativity and beyond.

Earlier this month, Italian fashion label Giorgio Armani explored universal themes such as freedom, fate and courage in a new interview series featuring women from around the world.

In "Crossroads," luminaries including American ballet dancer Misty Copeland, French-British climate activist Ins Leonarduzzi, Japanese actress Nanao Arai and Lebanese television journalist Raya Abirached individually sat down with the brand to answer a series of provocative questions, giving notable women a platform to share their thoughts on ambition, feminism and similar topics as a way to thoughtfully engage consumers ([see story](#)).

Last September, online luxury retailer Net-A-Porter celebrated fall fashion with an intimate campaign featuring the fresh perspective of women around the globe. In "My Style, My City," Net-A-Porter followed six women from around the world as they shared their city and personal style philosophies, serving as a unique and unfussy way for Net-A-Porter to share its fall fashion offerings ([see story](#)).

Burberry's "On Femininity" highlights Mr. Tisci's dedication to his vision of honoring the ethos of the brand, while also promoting the freedom of expression.

"Mr. Tisci believes that this generation wants to identify and reflect that presence in the way that they choose to," Athleisure Mag's Ms. Smith said. "By creating designs that allow for expression as an option is another way that showcases the staying power of Burberry across generations."

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