

APPAREL AND ACCESSORIES

## Burberry taps modern muses for Olympia campaign

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FKA Twigs and Shygirl for Burberry. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is continuing its Olympia handbag push with a new celebrity-fronted campaign.

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FKA Twigs and Shygirl, two British recording artists, appear alongside American model Kendall Jenner in the Olympia campaign. The women are described as modern muses and contemporary goddesses, reflecting the Grecian ethos of the handbag's rollout.

### Fierce femininity

For a series of images and videos, the three are dressed in Burberry beige against minimalist backdrops and classic marble flooring. Photographers and film directors Inez and Vinoodh worked on the campaign, joined by stylist Ib Kamara, makeup artist Kabuki Magic and hairstylists Jimmy Paul and Lacy Redway.

The editorial photographs show the models individually posing with the Olympia handbag in colorways including black, warm sand, pale blue and marigold. Designed by Burberry's chief creative officer Riccardo Tisci, the Olympia stands out with its unique structured curved shape.

### *The Grecian-inspired Olympia campaign*

"When designing the Olympia, I was thinking about creating the perfect form of a handbag something that could capture the essence of femininity," Mr. Tisci said in a statement. "So, for the campaign, I wanted to celebrate three incredible women in my life who embody the power and beauty of feminine energy: FKA twigs, Kendall and Shygirl.

"These women are amazingly talented and confident, and have a natural fierceness and determination to carve their own paths, each freely expressing their originality through their creativity," he said.

In a film set to FKA Twigs' 2019 pop track "Sad Day," each woman appears clutching a small bust of Elpis, the spirit of hope, in their hands. The head of Elpis is also seen at the opening of the vignette.

As the film ends, FKA Twigs stretches her arms and an image of Pegasus, the mythological winged horse, soars behind her.

Elpis also features in the new Olympia pop-up series.

Burberry's new AR experience allows visitors at its World of Olympia pop-ups to make classical statues "come alive." After scanning a dedicated QR code, visitors can then place an animated version of Elpis at the pop-up ([see story](#)).

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