

APPAREL AND ACCESSORIES

Burberry explores Imaginary Cities' with Ssense

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Alexis Chaparro for the Burberry x SSENSE collaboration. Image credit: Ssense

By SARAH RAMIREZ

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British fashion label Burberry is collaborating with Canadian-based retailer Ssense on an extensive partnership that plays on the ephemeral aspects of city life.

The partnership spans a capsule collection, an immersive digital experience, a multidisciplinary installation and a surreal short film. "A-B-City" the eight-minute-long, three-part film follows a mysterious and curious cast of characters in the city.

Burberry x Ssense

Produced by Torso Solutions, the film opens with a helicopter hovering over New York. Model Alexis Chaparro is seen strolling the streets in an embroidered trench coat, part of the Mythical Alphabet capsule collection designed by British graphic designer Peter Saville and illustrator Jo Ratcliffe.

A disembodied voice can be heard listing a seemingly random list of objects, such as a gold filling stop sign, coffee and a stick of butter. The voice continues onto random statements such as "I live inside a pocket computer" and "I am everywhere I can't explain," almost as if poetry.

"A-B-City" follows three storylines

As the model continues his walk, the voice adds "my default is luxury." At that moment, Mr. Chaparro walks into another male model, also wearing pieces from the collection.

Across the street, he notices two eerie figures wearing Burberry trench coats, obscuring their faces with beige ski masks and sunglasses.

Disoriented and with the voice continuing, he stops at a corner and the camera spins around him. In another surreal

shot, a fawn appears an allusion to Burberry's Animal Kingdom, which is also referenced in the capsule collection.

Without any subtlety, the female figures continue following Mr. Chaparro. He even turns around to look back at them, keeping a brisk pace.

He looks up at the sky and begins walking faster before stopping in the middle of the street. He spins before disappearing completely, only leaving the trench coat behind.

A fawn appears again in the background, before the mysterious figures approach. They begin an unusual dance in unison, before the camera pans upwards towards the helicopter in the sky.

The next scene begins outside a convenience store in the middle of the night. Standing outside is model Selyna Brillare in a trench coat, dancing by herself while drinking a soda.

Similar to the first part of the film, a female narrator shares her stream-of-consciousness inner monologue. She steps inside the store to dance in the aisles before stepping back outside, disappearing herself after a spin move.

The third chapter also begins in the dark, following model Lourdes Leon walking around the city. She illuminates her path with a handheld flashlight and, like the other protagonists, she wears a trench coat.

As Ms. Leon walks, she removes her sunglasses and then a blonde wig to reveal longer platinum blonde hair.

She comes across a group of women and an impromptu dance party and runway show begin. Ms. Leon is even seen voguing, a reference to her mother, pop music icon Madonna.



The fawn is a reference to the Burberry Animal Kingdom. Image credit: Burberry

The film ends with Ms. Leon jumping and vanishing herself. The fawn, seen moments earlier in the glow of the flashlight, runs over to investigate the trench coat left behind.

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