

APPAREL AND ACCESSORIES

## Burberry taps Naomi Campbell for summer campaign

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*Supermodel Naomi Campbell in the Burberry monogram print triangle bikini and nylon bucket hat. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry has recruited renowned British supermodel Naomi Campbell for its TB Summer Monogram collection campaign.

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Since 1985, Ms. Campbell has become one of the world's most recognizable supermodels, rising to stardom through the late 1980s, 1990s and early 2000s. Having given birth to her first child only two months ago, Ms. Campbell has returned to fashion for creative director Riccardo Tisci's summer collection.

"The collection captures that optimistic feeling of summer and that feeling of constant momentum the excitement for what's next," said Riccardo Tisci, creative director of Burberry, in a statement. "And so, for the campaign, I couldn't think of anyone better than my incredible friend Naomi Campbell."

### TB Monogram

Burberry's third TB summer monogram collection introduces three new colorways of cobalt blue, deep royal blue and mid gray across contemporary summer silhouettes.

The collection was inspired by free-spirited individuality, optimism, escapism and discovery.

### *A CGI Naomi Campbell for Burberry*

Captured by fashion photographer Danko Steiner, Ms. Campbell stands tall in a series of still images sporting the new collection, embodying the union of power and serenity.

The TB summer monogram collection launches globally on July 16.

Last month, Burberry continued its Olympia handbag push with a celebrity-fronted campaign.

FKA Twigs and Shygirl, two British recording artists, appeared alongside American model Kendall Jenner, and were described as modern muses and contemporary goddesses, reflecting the Grecian ethos of the handbag's rollout.

The editorial photographs showed 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 ([see story](#)).

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