

FRAGRANCE AND PERSONAL CARE

Adam Driver becomes his own hero in Burberry fragrance push

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Burberry Hero is the British fashion label's take on the modern man. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is riding off into the sunset with a Hollywood star for its newest men's fragrance.

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In a new vignette, American actor Adam Driver embarks on a suspenseful journey on a beach with a horse. He engages in a physical race with his horse counterpart and a mental battle with himself while serving as the face of Burberry Hero, the first fragrance created by creative director Riccardo Tisci.

"I wanted Hero to encapsulate modern masculinity, to play on the essence of primal human and animal instincts, channeling the duality between strength and sensitivity," Mr. Tisci said in a statement.

New hero

Mr. Driver, an Academy Award-nominated actor, was named the face of Burberry Hero earlier this month.

The short film begins with the name of the fragrance in white text overlay before cutting to a large horse on a beach. Suddenly, the soundtrack of "Two Weeks" by FKA Twigs, another Burberry ambassador, begins as Mr. Driver races the horse towards the shoreline.

Both man and horse enter the water, swimming alongside each other. In the water, Mr. Driver stands behind the horse and studies its form.

Mr. Driver stars in a suspenseful, thought-provoking effort

The film, directed by Jonathan Glazer, reinforces Burberry's ties to the animal kingdom and explores portrayals of masculinity. Mario Sorrenti photographed the still images.

With shots of Mr. Driver rotating underwater, the sunset and shore, the film captures the often-overlooked majestic beauty of nature. At the film's end, Mr. Driver and the horse emerge from the water, as one.

Burberry Hero is a fragrance representing the modern man, a hero searching for personal transformation and strength. The scent has notes of bergamot, juniper, black pepper and cedar.

In April 2017, beauty group Coty acquired the licenses to Burberry fragrances.

Earlier this month, Coty announced a hands-free fragrance testing device that will be available for retailer use in the next 12 months.

After high tensions and increased demands for convenience during the COVID-19 pandemic, Coty plans to offer consumers a hygienic and innovative option for fragrance testing. Making the fragrance testing process less wasteful and overwhelming, the device will distribute a single droplet of liquid onto a consumer's arm or blotter ([see story](#)).

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