

APPAREL AND ACCESSORIES

Burberry presents fall/winter collection as ode to individuality

September 1, 2021



Chris Rhodes photographed the Burberry fall/winter 2021 campaign. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is celebrating the beauty of individuality in its new fall/winter 2021 campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In a new short film, viewers are welcomed into Burberry's world of freedom of expression, with models showcasing the offerings featuring faux fur, light color palettes and geometric color blocks. Both the menswear collection, entitled "Escapes," and the womenswear collection, "Femininity," shed preconceptions while encouraging fashion that is expressive and courageous.

This season is very much about freedom of expression and the importance of exploring creativity," said Riccardo Tisci, chief creative officer of Burberry, in a statement. "And so, for the campaign, I really wanted to build on these notions and have the collection captured from two different creative perspectives."

Bold freedom

The short film opens with a model dressed in an ivory, plush jacket with beige trousers playing a tambourine, followed by another model cradling a small, quilted check cashmere Lola bag. The entire showcase is set to the soundtrack of "Children (Dream Version)" by Robert Concina.

The remaining womenswear looks mold the classic with a modern approach to encouraging freedom of expression.

Looks include geometric print satin slips, tulle and silk skirts, padded capes, cashmere trench coats, the lambskin soft Lola bag, and more. The Olympia bag is also presented with new iterations, including an Olympia scarf tote and clutch.

"Escapes" and "Femininity" come together to celebrate individuality

Menswear looks are also showcased, including black and taupe fringed trench coats in twill and cotton, a leather varsity jacket, shirt dresses, wool shorts and trousers, the Olympia Bum bag and more.

The collections are an ode to those who have and continue to use fashion as a means of expression and have

broken with convention, celebrating their individuality.

The Olympia bag, which is featured in the new campaign, has had a busy year.

Last month, Burberry used its Olympia bag to explore the theme of balance in an artistic campaign. In a unique collection of videos, Burberry showcased four artists who each explain their approaches to utilizing balance to make art ([see story](#)).

The new signature handbag was also featured prominently in an augmented reality experience to compliment a new pop-up series this spring.

Leveraging AR technology from 8 Wall, Burberry's experience allowed visitors at its World of Olympia pop-ups to make classical statues "come alive." The label has been using AR experiences to boost ecommerce engagement, but this offering was only accessed in-stores as Burberry and other retailers began to welcome back shoppers ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.