

APPAREL AND ACCESSORIES

Burberry takes its monogram to the great outdoors

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Image credit: Burberry

By SARAH RAMIREZ

British fashion label Burberry is presenting its TB monogram at the intersection of nature and technology in an artistic new film.

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For the new film "#TBMonogram Landscapes," Burberry enlisted collaborators from around the world to bring its monogram to open spaces. The TB monogram, representative of the brand's founder Thomas Burberry, has featured prominently in several campaigns since it was introduced by chief creative officer Riccardo Tisci in 2018.

Exploring the monogram

The concept of the new vignette also speaks to Burberry's origins and history of exploration.

Four collaborators were chosen to present the TB monogram in unique settings, starting with land artist Jon Foreman at Newgale Beach in South Wales. The rest of the group remains unnamed during the monogram's world voyage.



The TB Summer Monogram interpreted through boulders. Image credit: Burberry

Mr. Foreman uses boulders of varying shades to create his stonework interpretation of the monogram's blue and white summer version. Aerial shots reveal the stonework's scale and the contrasting colors, with the Welsh coast serving as his canvas.

"There's definitely a respect for the landscape, because we're bringing in anything," Mr. Foreman says in a voiceover. "We're working with what is there."

Next, Burberry travels to Xisha Island in China's Hainan Province. Here, the monogram appears on the sails of kite surfing, floating against the bright blue ocean and sky.

The TB monogram again takes to the skies in Qinghai in China's Xining Province, when a group goes flying in paramotors, the lightest manned flying equipment. Surreal shots show the paramotors flying over sand dunes and later open waters.

The TB Summer Monogram meets man-powered flight and nature

Finally, the monogram's travels conclude in Colorado's Deweese Reservoir.

As twilight approaches, a large number of drones begin hovering in the sky. The landscape offers a similar color palette as the TB monogram, with the light blue gray of the sky contrasting with the dark blue of the mountains on the horizon.

Once the darkness comes, the drone light show begins with a series of waves. The show and the vignette conclude with the TB monogram lighting up the Colorado night.

Monogram motif

Introduced in summer 2018, Burberry's standard TB monogram features orange, brown and white with lines intersecting through various letter T's and B's ([see story](#)).

To celebrate the refreshed look, Burberry then invited creatives to rethink the monogram in their chosen medium, ranging from plants to paper laser cutting.

"The Art of Interpretation" features work by six artists, who used this graphic pattern as a jumping-off point.

Amsterdam-based Diana Scherer, who works in plant weaving, created a template underground, which molded the roots as they grew into the shape of the monogram. London-based Isobel Napier used her paper cutting technique to finely shred a print of the monogram, creating a fabric-like piece ([see story](#)).

Last year's TB Summer Monogram campaign featured Kendall Jenner in a dreamlike CGI geometric world inspired by skate-parks and swimming pools, signifying the free spirit and optimism of summer. The bold interlocking TB initials were refreshed in a larger scale and color palette of dark beige, azure blue, graphite and cobalt blue with orange accents ([see story](#)).

Launched this July, Burberry's third TB summer monogram collection introduced three new colorways of cobalt blue, deep royal blue and mid gray across contemporary summer silhouettes ([see story](#)).