

APPAREL AND ACCESSORIES

## Burberry celebrates the power, beauty of animals

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"Talking Animals" includes unique members of the Burberry family such as turtles, dogs, cats, and horses. Image credit: Burberry

By KATIE TAMOLA

British fashion house **Burberry** is elaborating on the concept of man's best friend with a new short film celebrating animals of all shapes and sizes as part of its spring/summer 2020 campaign.

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In a humorous yet heartfelt film, models and friends of the brand, including Burberry chief creative officer Riccardo Tisci, explain how they interact with their animals and what they mean to them. Participants answer questions ranging from silly to practical to philosophical, reflecting the familial and fun ethos of Burberry while illustrating the unique powers of our closest non-human friends.

"Being able to see people who are associated and/or adjacent to the brand talk about animals in a stripped-down way allows you to think about connection and the importance of having people, places and things that are important to us that make up who we are," said Kimmie Smith, cofounder and creative director of **Athleisure Mag**, New York.

"One can translate that into a heritage brand having key pieces that you love to wear again and again that also become embedded into your personal story."

Love like an animal

"Talking Animals," shot by Marc Issacs, begins with a shot of a man with his two dogs. The shot then cuts to an apprehensive-looking white cat, a horse and a snake being held by its owner.

"She's literally like a Labrador, she's the cutest thing ever," the owner of the snake says. The cameraman humorously looks on at the snake in a fearful, suspicious manner.

*The new short highlights the importance of animals to their owners*

The four-minute film is spliced with short interviews spotlighting animal lovers and their various pets including horses, snakes, dogs, cats and chickens.

One of the first questions Mr. Isaacs asks is "if you could be one animal, who would it be?"

"Are you asking me or the poodle?" a participant cleverly responds.

Two interviewees share that they would like to be an owl, while one woman says she would like to be a giraffe then immediately brandishes her tattoo of the animal.

Owners then share some of their pet names, which include Poo Poo, Rambo and Hissy Elliot.

When asked if she has animals, one woman slyly responds that she has two kids, which is somewhat similar. Participants are then asked about their pets' personalities and how they speak to them.

One pet owner talks about how he talks to his animals more than he talks to humans. Another talks about the unique power of pets, saying that she often feels that animals are better than people.



*Charlie the turtle, very loved by his owner. Image credit: Burberry*

When several participants are asked what their animals had taught them, they each have the same answer: love.

"Unconditional love," one dog owner says. "Because I think that animals give you unconditional love in a way that humans do not."

Through the warm video, Burberry is making viewers feel a part of a humorous conversation. The video is an extension of the familial feeling shared among those a part of the brand, an invitation for consumers to join.

Talking Animals is the third film collaboration between Burberry and Mr. Isaacs this year ([see story](#)).

#### Tisci effect

Mr. Tisci, who became Burberry's chief creative officer in 2018, plays a hilarious role in the new pet-centric campaign.

Towards the end of the vignette, pet owners are asked which animal they think Mr. Tisci would be. Many giggle, showing reverence for the creative leader, happily sharing their animal comparisons.

Answers include lion, snow leopard, horse, black bear and more. In a funny twist, the chief creative officer is asked himself.

"A free dolphin," he says.

Mr. Tisci continues serving as an integral part of Burberry's communications strategies.

Last month, Burberry presented its TB monogram at the intersection of nature and technology in an artistic new film.

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 Mr. Tisci in 2018 ([see story](#)).

In July, Burberry rode off into the sunset with a Hollywood star for its newest men's fragrance.

In the 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 Mr. Tisci ([see story](#)).

With the help of Mr. Tisci, Burberry continues to position itself as an inviting and entertaining brand, offering consumers outlets they can use to express themselves and relate to.

"Burberry is about classics that are made to be yours within your lifestyle," Ms. Smith said. "I think that Burberry is definitely a classic house but one that really lends itself to being so versatile and being a canvas that people can

make their own twists on it to make it their own."

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