

APPAREL AND ACCESSORIES

Burberry takes flight in surreal effort

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Charlotte Samaroo for Burberry. Image credit: Burberry

By SARAH RAMIREZ

British fashion label Burberry is embracing a sense of freedom and discovery in an imaginative new film.

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Set in the British countryside, "Burberry Open Spaces" recalls the pioneering spirit of the label's founder, Thomas Burberry. The film follows four friends who explore their surroundings from a surprising perspective.

"The concept of embracing our dreams is truly our new reality," said Dalia Strum, founder of [Rethink Connect](#) and professor at [The Fashion Institute of Technology](#), New York.

"We're pushing ourselves out of our comfort zones to try new experiences, as well as locations, and might as well look fashionable while doing so."

Soaring, flying

The film opens with an unusual camera angle in the trunk of a car. It is dawn and the models are putting away their handbags and grabbing some jackets to bundle up.

As the sky turns to blue, the friends portrayed by Xiaoyi Liu, Charlotte Samaroo, Joshua Smith and Ben Loader begin walking through the fields. They are chatting and enjoying the fresh air.

The new Burberry campaign is not grounded for long

Suddenly, a gust of wind is heard rustling from the nearby woods. As the wind approaches, almost sound like a crashing ocean wave, Mr. Smith takes a running start and leaps into the air.

He gracefully, and briefly, takes flight even spinning in the air before landing several yards away. Another gust of wind guides him back to his friends.

Having unlocked the power of the breeze, Mr. Smith excitedly helps the rest of the group begin flying.

They glide and dance across the sweeping landscape their movements both artistic and adventurous, thanks to the choreography by (La)Horde. A spirited score complements the visuals.

Their journey takes them to the forest, where they navigate around the towering trees. Wide camera angles, shooting from below, capture the woods' expansive nature.



Burberry gets some air. Image credit: Burberry

Next, the friends fly by a pond, skimming the water's smooth surface. Their flights pickup speed, perhaps unintentionally, and they fly past the field where they began their day.

Finally, they blow past the white seaside cliffs and meet in a heartfelt hug, hovering over the ocean.

The vignette, with creative and film direction by Megaforce, was inspired by Mr. Burberry's belief that "inherent in every Burberry garment is freedom." Ewen Spencer shot the campaign's still images while Ana Steiner was responsible for the styling.

Rediscovering nature

Recent Burberry campaigns have delved into the connection between freedom and the natural world.

In the new film "#TBMonogram Landscapes," Burberry enlisted collaborators from around the world to bring its monogram to open spaces.

For instance, land artist Jon Foreman used boulders of varying shades to create his stonework interpretation of the monogram's blue and white summer version. Aerial shots revealed the stonework's scale and the contrasting colors, with the Welsh coast serving as his canvas ([see story](#)).

In a more cinematic effort, the British fashion label celebrated Chinese New Year with an artistic film that explores the human condition and self-discovery.

Directed by Derek Tsang, "A New Awakening" follows a young woman's coming of age story through the five senses. Much of the film takes place in the wilderness, with close-up shots revealing blooming flowers, rushing streams of waters and other peeks of nature ([see story](#)).

These themes of freedom and discovery, which are also explored in "Burberry Open Spaces," are particularly poignant given the current climate and cautious optimism many may be feeling.

"The approach is extremely timely with the combination of the pandemic and the desire to be outside in open spaces' along with the versatility of this collection to sustain the colder weather," Ms. Strum said. "We're finding that more people are embracing the outdoors and are investing in warmer outerwear to enjoy and embrace new settings."