

APPAREL AND ACCESSORIES

## Burberry unveils Lunar New Year-inspired collection

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*The tiger motif stands out across apparel and accessories. Image credit: Burberry*

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By LUXURY DAILY NEWS SERVICE

British fashion house **Burberry** is celebrating Lunar New Year and the Year of the Tiger with a new exclusive collection and campaign.

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Shot by photographer Feng Li, the campaign stars models Liu Bingbing, Liu Chunjie, Wang Xiangguo and Yang Ling. The new collection features a tiger stripe orange animal print across the brand's Lola and Olympia bags, as well as scarves and sneakers.

### Year of the Tiger

In a series of images celebrating the new year, the campaign embodies the animal's strong, independent spirit.

The brand's signature TB monogram print has been reinterpreted in a honey beige color, highlighted with orange B embellishments on the iconic Burberry trench coat, tops, skirts and nylon jackets.



*Burberry reimagines its classic monogram to include tiger embellishments. Image credit: Burberry*

Several luxury fashion houses have been celebrated Lunar New Year over the past week.

Italian fashion house Versace kicked off celebrations for the Year of the Tiger with an all-out new year gala. In an inviting and lively short film, acrobats, dancers and an Olympian showcase the Versace Lunar New Year capsule collection, offering peak entertainment by celebrating both the holiday as well as various luxurious items from the new collection ([see story](#)).

Italian fashion house Prada dedicated its celebrations toward raising awareness about animal conservation. To mark the New Year, the brand launched its "Action in the Year of the Tiger" initiative. Tigers are the largest living cat species and are endangered, largely due to habitat destruction and poaching ([see story](#)).

Fashion brands Gucci, Balenciaga and Salvatore Ferragamo also launched Lunar New Year-inspired collections and campaigns ([see story](#)).