

APPAREL AND ACCESSORIES

## Burberry shares 360 look at Lola handbag in inventive campaign

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*Bella Hadid poses on a model horse for the Lola campaign. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry has turned to a few famous faces to promote its Lola handbag.

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Models Bella Hadid, Lourdes Leon, Jourdan Dunn and Ella Richards star in the new effort, which was directed by Torso Solutions and styled by Suzanne Koller. Designed by creative director Riccardo Tisci, the Lola is available in multiple styles, sizes and colorways.

"Lola, at the very core, embodies an attitude she is strong, sensual and intelligent all at once," Mr. Tisci said in a statement. "An ode to strong women the world over.

"For the campaign, I really wanted to celebrate that attitude and all of the facets that make up the Burberry woman, so together with Torso, we created a fantasy world where she is free to exhibit her strength and be captured in all of her beauty from every angle."

### Fierce femininity

The campaign film has a distinct visual style, with an energetic strength apparent from the opening frame.

Somewhat reminiscent of a behind-the-scenes video, the Lola handbag is captured from nearly every angle thanks to orbiting camera rigs.

### *Bella Hadid leads a star-studded cast*

Ms. Hadid is the first model to appear, gracefully riding a white model horse. As the beat slows, the camera zooms out to reveal the full set and fake horse as Ms. Hadid artfully poses on it.

In the next scene, the camera vertically orbits Ms. Leon as she speaks on the phone. The camera zooms into the Lola handbag's TB monogram, zooming out to reveal Ms. Richards strutting with another Lola delicately balanced on her head.

The camera orbiting continues, then another monogram transition finally reveals Ms. Dunn, who is posing on a bed draped in cognac brown silk sheets.

According to Burberry, the orbiting camera rig is meant to represent the Lola's gravitational pull positioning the handbag as an irresistible must-have.

The vignette circles back to Ms. Hadid, this time lounging on an upscale chair. In the final shot, the camera again zooms in on the Lola's TB monogram.

Last spring, Burberry also leveraged a celebrity-fronted campaign for another popular handbag.

FKA Twigs and Shygirl, two British recording artists, appeared alongside American model Kendall Jenner in the spring 2021 Olympia campaign. The women were described as modern muses and contemporary goddesses, reflecting the Grecian ethos of the handbag's rollout ([see story](#)).

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