

APPAREL AND ACCESSORIES

Burberry presents new summer monogram with Gisele Bündchen

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Gisele poses in front of unreleased portraits from a decade ago. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry has revealed the next iteration of its TB summer monogram with a campaign starring renowned supermodel Gisele Bündchen.

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Designed by Burberry creative director Riccardo Tisci, the new summer collection unites the brand's classic Check motif with the TB monogram. In a dynamic campaign captured by fashion photography duo Luigi Murenu and Iango Henzi, Gisele models the new design in front of her own portraits captured by the duo ten years ago, melding the past and the present as one.

"I was so happy to see Riccardo again after such a long time and shooting with my sweet friends Luigi and Iango is always a blast," Gisele said, in a statement. "It was so special spending time with everyone, we had so much fun on set."

Summer of Burberry

In still images, Gisele adopts a natural and relaxed stance asserting her inner confidence as Burberry intends to present a candid interpretation of beauty.

Supermodel Gisele Bündchen presents the new summer monogram from Burberry

In addition to Luigi and Iango, Mr. Tisci brought on stylist Suzanne Koller and make-up artist Georgi Sandev to bring the campaign to life.

The collection unites two of Burberry's most recognizable motifs to create a bold print symbolizing a union of the past and the present.

The collection for men and women features a range of pieces including trench coats, silk-blend bomber jackets, silk dresses, cotton shirts, swimwear and sunglasses. The new TB summer monogram collection is available to purchase online and in selected Burberry stores.

Earlier this month, the brand posted strong financial numbers for the fiscal year 2022, which ended March 31, amid a

volatile market and COVID-19 lockdowns in mainland China. The house saw revenue increase 21 percent year-over-year to 2.83 billion pounds, or \$3.53 billion at current exchange rates ([see story](#)).

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