

APPAREL AND ACCESSORIES

Burberry celebrates Lola bag with multidisciplinary art in new campaign

August 23, 2022



A Burberry signature, the check quilted-leather Lola handbag features a gold Thomas Burberry monogram hardware, in a nod to the brand's co-founder. Image credit: Burberry

By AMIRAH KEATON

British fashion house Burberry is taking a two-pronged approach to "logomania" one which includes an integrated advertising push, and another that lifts local talent for its latest launch.

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Inspired by the brand's signature Lola bag, Burberry has partnered with Japanese manga series **Blue Period** to introduce a new comic starring the co-created character, "Lola". Additionally, the heritage house and fashion and lifestyle media brand **HighSnobiety** are presenting an online exclusive paired with artwork from two emerging artists.

Expressions of Lola

A Burberry signature, the check quilted-leather Lola handbag features a gold Thomas Burberry monogram hardware, in a nod to the brand's cofounder.

While Burberry x Blue Period marks an innovative kick-off for this season's designs, Burberry x HighSnobiety keeps the momentum going with an artisanal element sure to surprise and delight.

Japanese manga artist and Blue Period author Tsubasa Yamaguchi channels the attitude of the accessory in a one-off comic that depicts the emotional journey of a meeting of minds.



Burberry partnered with popular Japanese manga series Blue Period to introduce a new comic starring the co-created character, "Lola", in a nod to the handbag. Image credit: Burberry

Executed in Japanese, the strip stars existing characters Yatora and Ryuji as they meet animated newcomer Lola, whose introduction sparks inspiration in the pair.

"I've watched Burberry being featured on TV since I was a child, and it is one of those brands that I not only feel familiar with but also admire," said Mr. Yamaguchi, in a statement.

"When the discussion progressed and the collaboration was decided, I once again thought deeply about why Blue Period was selected," he said. "And then, I came to think about the things that only manga can do those are the thing that I must do."

Currently available online, limited-edition hard copies can also be picked up in brand retail locations across Japan while supplies last.

Luxury's manga fans can look forward to two additional activations: the brand will offer exclusive Burberry x Blue Period wallpaper via their "Line" account starting August 20. Burberry recently hosted a VIP Burberry x Blue Period event at its Omotesando store, raising the visibility of a corresponding exhibition, now live through September 5.

In a second-wave marketing effort and celebration of creativity and community, Burberry joined forces with HighSnobiety.

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A post shared by HIGHSNOBIETY (@highsnobiety)

Burberry adds a light-pink tone and arresting red text baring its name to the signature silhouette, inviting artist, writer and poet Rene Mati and painter and textile artist Losel Yauch in to apply their distinctive aesthetic to the online-only Lola's accompanying dust bag.

Both London-based, the ladies muse on their backgrounds and sources of inspiration in two corresponding campaign videos displaying their creative processes.

Burberry's Lola bag campaign includes digital elements framed by interesting applications of exclusivity to induce urgency, mixing on and offline experiences in unique ways.

Eyeing targets

Earnings reports from May 2022 brought news of Burberry's first rise in annual sales in five years, and unlike the APAC breakout of the aforementioned figures, the brand's buzz seems to be nowhere near a slowdown.

Burberry saw revenue increase in the fiscal year 2022 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 ([see story](#)).

A focus on young, more conscious consumers, for example, yielded a purpose-driven partnership with global esports organization Gen. G. The Burberry x Gen.G initiative, a four-part educational content series, features gaming industry influencers in conversation with Burberry team members and builds on a shared commitment to empower underrepresented communities ([see story](#)).

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