

APPAREL AND ACCESSORIES

Burberry melds urban and western styles with Compton Cowboys

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Burberry brings the ranch to the streets of Los Angeles. Image credit: Burberry

By NORA HOWE

British fashion house Burberry is merging the worlds of western desert style and urban culture in an effort to uplift Black communities in southern California for its fall/winter 2022 campaign.

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Through a digital narrative, which is notably unlike Burberry's typical marketing style, the brand reinterprets the equestrian knight design the winning entry in a 1901 public design competition. As a way to combat negative stereotypes regarding Black communities in Los Angeles, the campaign features the **Compton Cowboys**, a group of childhood friends who use horseback riding as a way to positively influence the youth.

Riding in style

Shot by creative duo Inez and Vinoodh, the film features stars from a variety of verticals: models Loli Bahia, Mariacarla Boscono, Lina Zhang, Irina Shayk and Khalil Ghani, musical artist Moses Sumney and boxer Richard Riakporhe.

Notably, the fall/winter 2022 collection campaign is a stark contrast to standard Burberry creative messaging.

With cinematic visuals and an unexpected, yet captivatingly jarring, musical soundtrack by Felicita, the film captures the attention of audiences until the very end.

The campaign takes major inspiration from the influence of the Compton Cowboys

Within the first second, the Compton Cowboys take center stage as one individual rides horseback alongside a moving vehicle filled with Burberry-clad models.

Some are dressed in sleek monochromatic ensembles while others don grandiose gowns exuding old Hollywood glamour a clear juxtaposition of culture and style.

With this collection and campaign, Burberry creative director Riccardo Tisci aimed to capture the power of community as individuals from various backgrounds come together in their individuality, spotlighting the collection's themes of belonging.

Presently, the Compton Cowboys is comprised of nine members: Randy Savvy, Stona Mane, Carlton, Kee, Lay, Ant Dogg, T-Man, CeeJay and Kika.

A collective of lifelong friends on a mission to uplift their community via equine and farming lifestyles, the group also aims to honor the legacy of Black individuals in western heritage.

Making waves on the west coast while blazing new trails in Entertainment, Music, Fashion and beyond ~ You can find the Compton Cowboys on the biggest screens and stages around the world.



Throughout the campaign, models are shown boldly traversing through Los Angeles city streets. Image credit: Burberry

They have done a number of collaborations with major brands and companies like Adidas, Guinness, Google and Ariat.

Lifting communities

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