

APPAREL AND ACCESSORIES

## Burberry presents punk pageantry for fall/winter 2022 campaign

September 6, 2022



*In a series of new content releases, male models sport bejeweled accessories, in an androgynously complimentary twist. Image credit: Burberry*

By AMIRAH KEATON

British fashion house Burberry is remixing its classic house silhouettes and converging gendered collections, rewriting any predetermined rules regarding representation with its latest campaign.

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The brand's key pieces such as its staple trenchcoat feature new design takes, while standard fall items like oversized tees and cashmere scarves get a boost for fall/winter 2022. In a series of new content releases, male models sport bejeweled accessories, in an androgynously complimentary twist and models are depicted collage-style in colorful garments against white backgrounds.

"To me, London is a place of dreams, a capital building on its heritage and unified by its diverse community and an attitude of moving beyond boundaries of pursuing limitless potential," said Ricardo Tisci, creative director at **Burberry**, in a statement.

"The collection embodies an intangible essence that is Britishness, a unique fusion of honoring the beauty of the past, whilst also remaining focussed on the future with thankfulness, hope and love."

Nova check's new era

Mr. Tisci's latest ode to his posh home country is anything but, as unconventional themes run stylishly amok.

The collection which, according to the brand, contrasts "city with country, pageantry with punk", is embodied through new means in inventive imagery. Models are united by their individuality in new images.

First up, a set of photographs pasted like magazine cut-outs to construction paper onto a blank background. Shot by Dutch duo Inez Van Lamsweerde and Vinoodh Matadin, models Irina Shayk, Mariacarla Boscono, Loli Bahia and Lina Zhang star in creative campaign imagery, which shows a collection of rearranged signature patterns and colliding colored accents.



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A post shared by Burberry (@burberry)

Mr. Tisci listed related motivations as part of a statement that accompanied his fall/winter 2022 show, which debuted earlier this year.

"It was important for me to explore what it means to belong, how our roots influence our identity and how the power of community and togetherness is what truly brings meaning to the world," he said. "Therefore, I wanted this collection to convey that intensity of feeling and to celebrate not only coming together, but the city in which we come together today; the city in which Burberry grew and established a family."

In a secondary campaign release, Mr. Tisci bucks commonplace expectations once again, this time by dressing a group of men in oversized bow accessories. Folded fabric with teardrop pearl ornamentation featuring diamonds and other delights dangle from the ears of multiple models.

A compilation video zooms eccentrically between masculine figures, who don the dainty earrings.

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The campaign, ample in content, uses each release to add a new dimension to the phrase "enduring style". The content presumably aims to drum up pre-order interest, as consumers are now able to sign up for early access to Burberry fare, using a link live in its Instagram bio, which takes shoppers directly to its site.

Testing 1,2,3

Lately, Burberry has been trying experimentation on for size.

An earlier offshoot of their fall/winter 2022 promotional assets arrived in the form of a video. The British fashion house merged 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.

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 ([see story](#)).

In yet another twist and inspired by the brand's signature Lola bag, Burberry partnered with Japanese manga series Blue Period to introduce a new comic book 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 ([see story](#)).

Walking further down the digital rabbit hole, Burberry partnered with esports company Gen. G to launch informative digital episode content pushing for gender parity ([see story](#)).