

APPAREL AND ACCESSORIES

Burberry reveals Night Check in new cinematic campaign

October 6, 2022



#BurberryNightCreatures, the house's fall/winter 2022 outerwear campaign, brings the brand's new pattern proposal to life. Image credit: Burberry

By AMIRAH KEATON

British fashion house Burberry is proving that fortune favors the bold with the release of a new campaign film and accompanying update to its iconic checkered print.

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For its fall/winter 2022 outerwear collection, the luxury label is encouraging its audiences to venture into the unfamiliar with a fast-moving cinematic experience. Its new take on the signature Check motif in dark charcoal blue is presented within.

#BurberryNightCreatures

Burberry's latest creative expression, leaning more towards a Marvel universe than it does traditional fashion asset, stars a motley crew of bus riders who are quick to adapt to a set of otherworldly opportunities that unfold before them.

The campaign film exhibits a rather creative plot line, docile in its initial moments, with action-packed pickup almost immediately thereafter.

Pictured clockwise in a starting scene are British talent Joshua Storrer, Swiss dancer and model Alanna Archibald and Japanese ballerina Nonoka Kato

Burberry notably opts for unfamiliar faces who convincingly sell the plot, in a seeming parallel to its call of finding hidden gems amongst the unknown as the film begins.

A starting conversation with casually playful overtones is abruptly interrupted, the public transit vessel upon which all three are seated jolted to a stop, as a litany of fleeing pedestrians catches the trio's eye.

The acquaintances exit the vehicle with haunting hesitation, each member of the movie scene sporting Burberry's latest in outerwear.

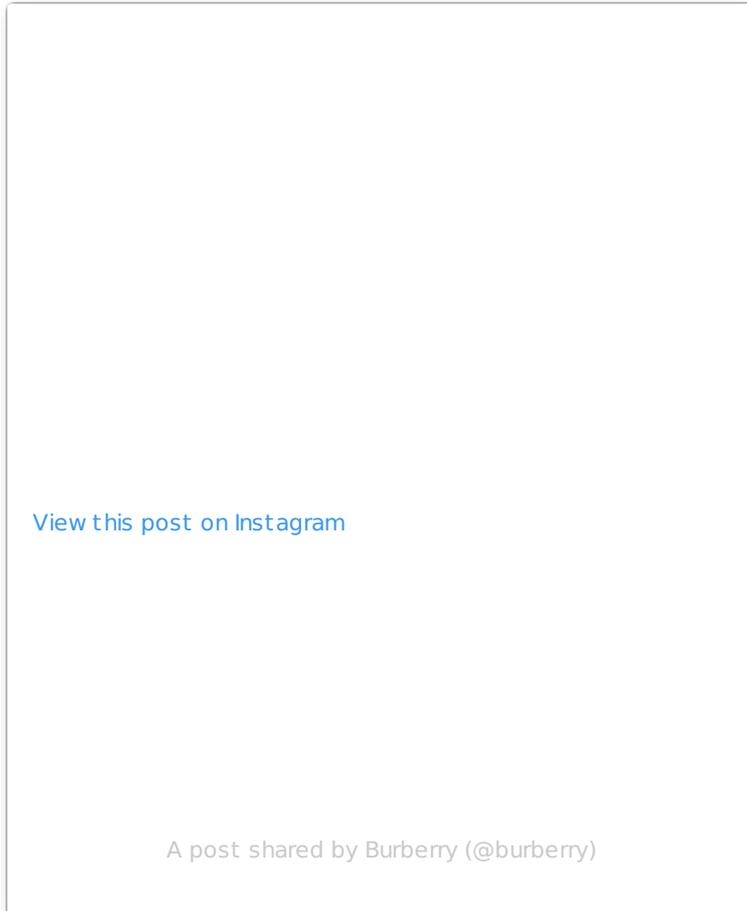
The posey approaches what appears to viewers as a CGI-generated, "Seuss-ified" take on the Missouri gateway arch, an industrial tree of sorts, its trunk planted firmly and positioned frame-center with branches splayed about.

A dilapidated, rusty exterior stands in direct contradiction to its mannerisms, fully animated. The film's cast comes face to face with the series of overlapping archways, emitting cacophonous sonics as it starts to showcase its range of motion.

Unsettled by the apparatus but simultaneously unwilling to walk away in a pure embodiment of Burberry's campaign themes, the film's cast is shown deciding what to make of its new character.

The fixture, in its intimidating magnitude, artfully mirrors the level of pause commonly present when attempting to stray from a norm or, in Burberry's latest case, a deeply embedded house code.

Nary to mention, Burberry's new Night Check pattern is on full display.



A social post from the Burberry account teases its upcoming campaign with similar cinematic impact.

Ms. Archibald's character is the first to face one of the structure's offshoots, which shines a flashlight from its core as raises to meet her eye level.

As she is suddenly dragged into its orifices, so too is the group's remaining woman.

It is here that the video's subjects begin to defy gravity.

At the hands of its co-star, the women twist and turn, flipping through the air with ballet-like grace. What could transition into a hostile act of violence becomes a beautiful display of the artistry to be found in movement, in a plot point that justifies the real-life dance trades of its chosen stars.

In an effort to escape the enemy's grasp, the last of the trio begins a sequence of superhero stunts. Cool, calm and collected in acumen and ability, he darts from limb to limb with impressive balance, as the video's once-discordant notes become an elevated score, playing out with wistful ease.

It is at this moment that one could presumably begin rooting for the film's fascinating underdogs.

Each character manages to make aerial magic as they are shuffled around mid-air. Attempts to save themselves are faltered, while one attempt to save another succumbs to a skillful embrace.

The music and plot both thicken with intensity. A stormy, cobalt blue sky is revealed as the story moves forward.

Its peak is reached a quasi-truce is offered as the cast of characters is momentarily set free.

Dancing through uncertainty, the trio reaches a river's edge. In a turn that tames the beast, harmony is set forth, as the group finds themselves atop the very dragon they fought, in Burberry's offering of incredibly moving metaphoric value.

Together, man and machine approach a lit-up London Bridge, as brand logo flashes, and the clip comes to an end.

In yet another nod to the brand's heritage, the stunning overhead shot serves as a reminder that, in the midst of reinterpreting classical codes, all is not lost, but rather, renewed.

Fashion's founding fathers

Though unclear what hand he had in, this is Burberry's first live marketing effort since the appointment of British designer Daniel Lee as the house's creative lead ([see story](#)).

Of note, the brand references its originator many a time throughout campaign messaging, rooting its update in origins, everywhere from social posts to the [#BurberryNightCreatures](#) online interface which lists its seasonal outerwear collection.

[#BurberryNightCreatures](#)

Adventures into the unknown have been part of [#Burberry](#)'s story since the beginning

Today, we continue this legacy with a film that celebrates of the joy found in embracing the unknown

Explore the story at <https://t.co/Pg5AWTKCUN#BurberryOuterwear> pic.twitter.com/jgFqQizKf3

Burberry (@Burberry) [October 5, 2022](#)

While the credentialing of brand products with archival reference points is a frequently-used tool of fashion marketers, could luxury be onto a strategic evolution?

The deification of fashion's founding fathers or, more specifically, the naming and inclusion of these individuals in luxury marketing materials, is breathing new life into commonplace heritage storytelling efforts and appears to be on the rise.

Italian fashion label Gucci's Savoy collection also served as a portal into the unknown and nodded to the brand's heritage in a star-studded spot released last week. [#GucciValigeria](#), the brand's latest on luggage, pointed to the brand's well-traveled origins in title.

The term "Valigeria," meaning "leather goods store or factory" in Italian, speaks to Florentine founder Guccio Gucci's humble beginnings as a porter at The Savoy hotel in London at just 17 years of age ([see story](#)).