

RETAIL

Burberry enlists singers Shakira, Burna Boy in new holiday campaign

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By LUXURY DAILY NEWS SERVICE

British fashion label Burberry, in a new holiday push, has debuted a campaign titled 'The Night Before' featuring Nigerian singer Burna Boy and Colombian songstress Shakira in a series of whimsical wintertime vignettes.



Running through the ad is a theme of magic and wishes granted.

Each singer appears solo in alternating scenes, while an unseen force places garments, gifts and accessories on them.

Burberry is a leading British fashion brand.

Night to the rescue

The video opens with Burna Boy walking through a thicket of pine trees wearing a jacket that bears Burberry's signature checkered pattern.

The sack he is dragging behind him, and the wrapped gifts that fall from it, bear this same pattern.

A shot of his back reveals a Burberry checkered backpack and a large pair of black angel wings.

Next, an unseen force places a Gucci-patterned teddy bear under his arm. He is now sporting black sunglasses and a smile.

Later, the singer is seen standing in front of a string trio in a suit and tie with an embellished collar.

Soon after, he is wearing a leather coat, and holding an umbrella and a duffel.

In Shakira's first scene, she walks toward the camera in a nude, sheer, floor-length gown with crystal embroidering, which harkens to the large crystal chandelier above her head.

Books, bouquets, candelabras and a Burberry umbrella float and twirl in midair around her.

The same unseen force places a silver quilted clutch in her hand and a large ring studded in crystals spelling out the word "love."

When she turns away from the camera, the dress's back is emblazoned with a large crystal "B."

In the final scene, Shakira walks across a series of dinner tables that move to meet her every step. She is wearing a lace bodice atop a knee-length khaki skirt and Burberry checkered rain boots.

The singer pivots back and is wearing a ruffled checkered blouse. She bends to pick up a serviette that turns into a small handbag.

Finally, the unseen magic places tortoiseshell frames on her face and the signature Burberry raincoat over her shoulders.

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