

APPAREL AND ACCESSORIES

Burberry debuts all-new design direction under Daniel Lee

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The designer makes his official debut today with a new campaign featuring fresh creative expressions and celebrity faces. Image credit: Burberry

By AMIRAH KEATON

British fashion house Burberry is stirring up buzz ahead of the designer's upcoming debut at London Fashion Week by floating a fresh aesthetic at the hands of the house's newly-instated creative director.

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A series of social posts featuring pixel-checked garments and remixed patterns hinted at the house's move towards modernity a few weeks back. Now, the designer makes his official debut with a new campaign featuring fresh creative expressions and celebrity faces.

While there are several brands in the marketplace that are strong and command premium pricing, they are not necessarily luxury brands in the sense that they have not managed yet to articulate a mythology that is both well understood and a little bit difficult to grasp at the same time," said Thoma Serdari, author of *Rethinking Luxury Fashion* and director of fashion and luxury MBA at [NYU Stern](#), New York.

"Neither have they mastered populating an internal dictionary of language, signs, and codes, all of which is fundamentally what separates luxury brands from those that are not... "luxury," Ms. Serdari said. "Of course, Burberry has been a strong and iconic brand but has always had its eye on commercialism without an equal investment in creative encoding and storytelling."

"What Daniel Lee is doing well is applying his ability to decode the brand and extract its most precious traits."

Ms. Serdari is not affiliated with Burberry, but agreed to comment as an industry expert.

New (Burberry) beginnings

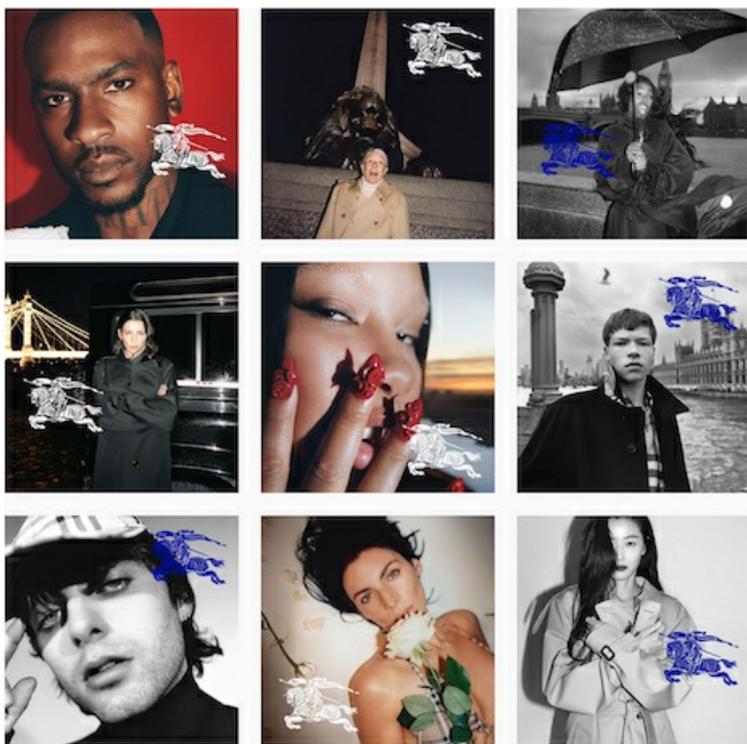
Aptly titled and now live, The Heritage Collection marks the first creative expression for the brand on behalf of Daniel Lee.

The allure of mystic certainly drives Mr. Lee's pursuits, as evidenced by what strikes as a surprise campaign drop with limited distribution channels.

In fact, the campaign's cast and shooting locations at London's Trafalgar Square and Albert Bridge are among the

few bits of information to make the cut, in terms of what the brand has made available regarding the revamp.

One detail arguably most apparent across the effort, in its entirety, is a new logo.



Burberry has wiping the social slate clean, having archived any posts not associated with the new Heritage Collection. Image credit: Burberry

Appearing in either blue or white, campaign images feature an iconographic overlay. The enactment of the logo's evolution is confirmed in a press release Burberry shares that the newly-established emblem is indeed archive-inspired.

In 1901, the original Equestrian Knight Design was the winning entry of a public competition to design a new logo. Reintegrated into the house's identity, the design features the Latin word "Prorsum" meaning "Forwards."

"A capital "B" would suffice, for example, as well as a nod to the very creative and luxurious Prorsum," Ms. Serdari said.

"The updated logo is both contemporary and alludes to the glorious past the brand has experienced."

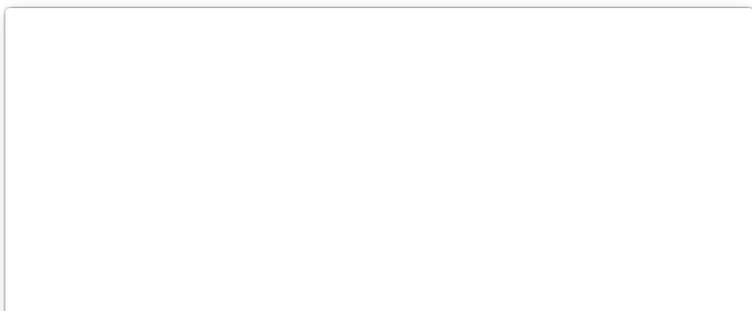
On social, the brand employs what some have dubbed the "Balenciaga" technique, though it should be noted that at not one point during the creative director's tenure in his former role at Bottega Veneta did the brand maintain a social presence, becoming somewhat of a phenomenon with fan pages popping up throughout.

"This new identity can be considered a parallel to the new luxury offered to us by Ferragamo and its new creative director," Ms. Serdari said.

"If we are looking for precedents we should also take into account Bottega Veneta, which is where Daniel Lee worked his magic previously."

Either way on origin, Burberry has wiped the social slate clean, appearing to have archived any posts unassociated with the new direction.

Campaign stills and film are shot by U.K.-based photographer Tyrone Lebon, who as of late, has captured footage for the likes of French couture house Alaa ([see story](#)).



[View this post on Instagram](#)

A post shared by Burberry (@burberry)

On the music front, East London rapper John Glacier, British-Nigerian grime MC Skepta and English rapper and DJ Shygirl stars.

Actors Jun Ji-hyun and Vanessa Redgrave, as well as models Liberty Ross and Lennon Gallagher, and soccer talent Raheem Sterling also support, lending their respective likenesses to Burberry's latest.

"Even if the codes had been highlighted through previous campaigns or storytelling, the creative director's responsibility is to organize them with clarity and precision so that all creative production can take inspiration from them," Ms. Serdari said.

"Once this is set in place, one needs to reflect about 'who is the modern face of the brand?'," she said. "The selection of [campaign] celebrities that represent Burberry's new approach to luxury is truly anchored to how British society has evolved."

"Compatible with GenZ values new luxury is 'real' [this] is what a New Yorker would tell you of a person who has integrity and conducts herself with dignity."

Mr. Lee's hometown pride is clearly present in casting the preference acts as a common thread for the British brand's new getup.

"Of course, Burberry has been a strong and iconic brand but has always had its eye on commercialism without an equal investment in creative encoding and storytelling,"

"As appealing as Burberry has been as a brand [though], it has not managed as yet to 'move' its audience and to connect to it through passion," she said. "It has always offered consistency and prestige but then again prestige is not luxury."

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Next up

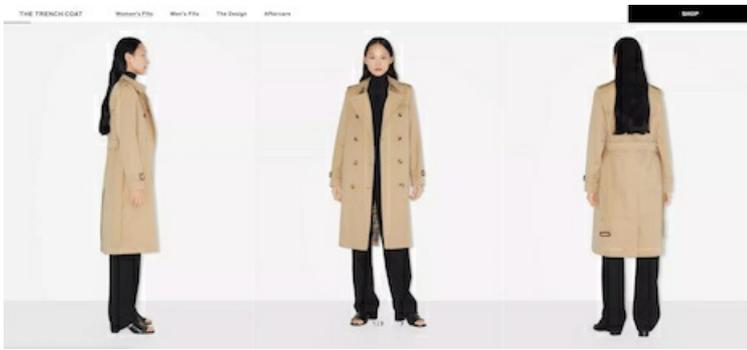
Per the British Fashion Council's London Fashion Week schedule, the upcoming fashion week presentation from Mr. Lee will take place on Monday, Feb. 20.

The rebrand at hand works to build anticipation in the face of this unveiling, making the show all the more central to fashion conversations in the lead-up.

In the meantime, on a separate business note, the brand's corporate destination has also updated its digital assets in accordance.

Therein, Burberry PLC is opting to highlight those emblems the trend coat, cashmere scarf, Burberry Check and Equestrian Knight Design that are "unmistakably Burberry," an ethos that appears to lay at the core of the current revamp effort.

A refreshed layout can also be witnessed on the brand's retail site, where, for example, Burberry's signature trenchcoats now tout an interactive [microsite](#) all their own, organized by factors such as gender and fit.



Burberry's signature trenchcoats now tout an interactive microsite all their own, separated by factors such as gender and fit. Image credit: Burberry

"London is a symbol that is tightly intertwined with Burberry so are its architectural monuments but also the rain... which by the way relates to the iconic Burberry product the trenchcoat," Ms. Serdari said.

What began with the rollout of contemporary styles like the Lola Bag, preliminary pattern releases like those included in Burberry's Night Check campaign ([see story](#)), and the infusion of highly-visible celebrities including supermodel Bella Hadid ([see story](#)), as well as Colombian songstress Shakira and Afrobeats artist Burna Boy ([see story](#)) changes that appeared to predate Mr. Lee's appointment in September of 2022 ([see story](#)) seems to have reached a peak of sorts.

A clear connection to history and heritage the brand's blueprint sets the new campaign apart from these other activations.

"The key here is to realize that "new luxury" is not a new format that all luxury brands try to resemble," Ms. Serdari said.

"On the contrary, new luxury is a new way of looking at things and people and incorporating their values into a system that can carry the brand forward for several years," she said. "In that sense, Daniel Lee's interpretation is very good for business."

"In my view, risk comes from sticking too closely to the old the new is not a risk, it is a challenge, but when it is done well and with consideration to the elements of the brand that have been continuously evocative of the brand's essence, new luxury and its expressions is an opportunity that Daniel Lee seems to have articulated expertly."

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