

FRAGRANCE AND PERSONAL CARE

Burberry enlists 'Barbie' star in fragrance slot

August 2, 2023



Ms. Mackey stars in the brand's latest perfume campaign. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label **Burberry** is looking to one of the cast members of this year's biggest box office hit for its latest push.

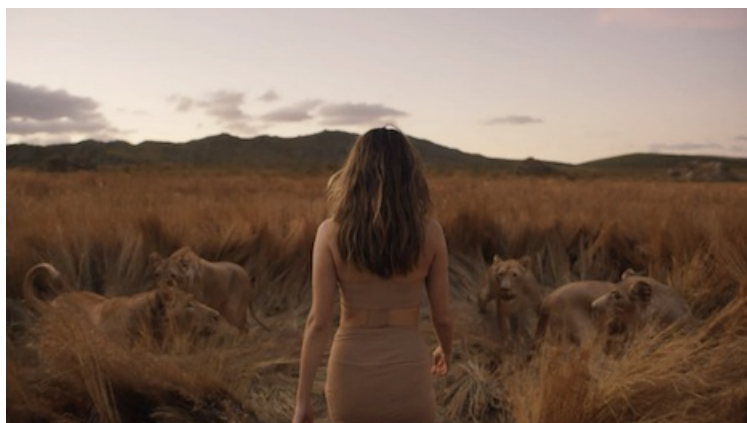
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

French-British actor Emma Mackey is the centerpiece of the maison's Goddess Eau de Parfum campaign. On the rise with mainstream breakout roles in *Barbie* and the television series "Sex Education," Ms. Mackey's presence boosts the brand's first refillable fragrance bottle.

Spirited display

The performer is slotted into Burberry's latest push and accompanying short film.

In the video, Ms. Mackey walks through wild plains, radiating confidence and poise. At the mid-point, she is joined by a pack of lions and begins running, becoming its leader, a lioness.



The Goddess campaign shows the female lead's strength, the perfume evoking soft scents of sugary vanillas and florals. Image credit: Burberry

"There is a goddess in all of us, strong as a lioness," Ms. Mackey says in the film.

"Embrace the power within."

The fragrance itself is a gourmand scent comprised of three separate vanilla notes tied together with hints of lavender. Picked by hand, the beans dry in the sun for up to seven weeks before resting in wooden boxes, all in an effort to develop the most mature signature aroma possible, according to the brand.

Its bottle, inspired by pieces from the maison's archive, is embossed with a central golden medallion, bringing an additional modern touch to Burberry's first refillable option in the segment.

This sustainable step brings the British label more in tune with its competitors ([see story](#)).

Available now, the 100ml Goddess Eau de Parfum release retails for \$168 on the brand's [website](#) and in-store. The 150ml refill canister stands at the same price point.

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.