

APPAREL AND ACCESSORIES

## Burberry bundles up on British Isles for winter 2023

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*Creative director Daniel Lee's debut features style signatures like plaid staged against the Commonwealth's rugged landscapes. Image credit: Burberry*

By EMILY IRIS DEGN

Through a luxury design lens, British fashion label **Burberry** is taking a look at the Commonwealth's rugged and diverse landscapes in the latest advertising effort.

For the winter 2023 campaign, style signatures of the United Kingdom are on full display, including plaid, rubber boots and outerwear. In this first collection dreamt up by creative director Daniel Lee, who took the helm at the beginning of the year, Burberry's handle on heritage is celebrated against the backdrop of the most northern reaches of Britain.

Sells by the seaside

Though the man behind the clothing label is new to the house, the visuals of his debut creations seem to affirm Burberry's historically firm grasp on the U.K.'s fashion history.

Raincoats, mules, overshoes, tartan prints, kilts, sweaters and fleece blankets all grace the seasonal lineup at hand. Models don outfits that are just classic enough to nod to the past while also being comprised of modern materials like faux fur that nudge contemporary English culture.



*Scenes from northern Britain are cast upon the screen in the winter campaign, showing the mystique of lochs and basalt. Image credit: Burberry*

Even with new appointments and young leaders directing the brand, it appears that timelessness is still intrinsically

woven into the company's identity. As a longtime purveyor of looks that capture Britishness, the winter 2023 collection fits right in.

In a short film promoting the release, scenes are captured from across the British Isles, namely, the Isle of Skye in Scotland and Giant's Causeway in Ireland.

A narrator reads lines from the beginning of the bestselling novel, *Summerwater*, by Sarah Moss. The award-winning book is set in rainy Scotland and immerses readers in a sense of place through vivid nature imagery and spell-like descriptions of weather, land and as the title suggests, water.

"Light seeps over the water," the narrator says in the campaign.

"The sky is lying on the loch," they continue. "Although there's no distance between cloud and land, nowhere for rain to fall, it is raining.

*Filmed by Tyrone Lebon, Burberry presents the winter 2023 campaign*

"The sounds of water on leaves and bark become constant as the sounds of blood and air in your own body."

Ethereal, ambient music swells as they read, cut every so often with bird calls, water rushing and other noises from the wild.

The starring talents wear Burberry apparel as they look quietly into the camera from ferryboats, coastlines, foggy hills and campsites complete with tents in perhaps a reference to Burberry-made shelters sold in the 19th and 20th centuries. Winds gently tousle models' hair and create wavelike shapes on their clothing, while rushing streams bubble and seas spray salt.

The effect is meditative; nearly prayerful.



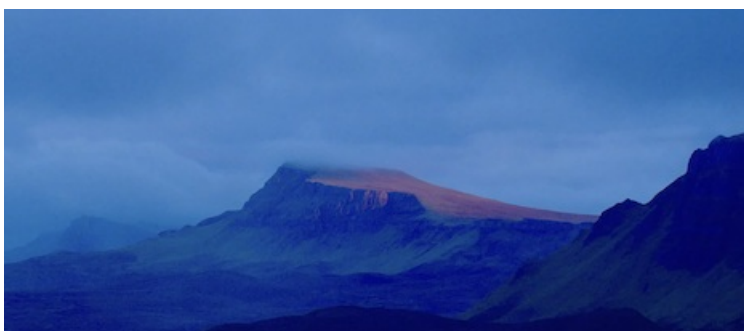
*Coats made from faux fur take on the look of beloved trends in history while honoring modern consumers' overwhelming push toward vegan fashion. Image credit: Burberry*

The clothing itself walks the line between the U.K. of the past and the one that consumers are living in or visiting today.

Vintage-looking fur coats are made from faux pelts, exotic-skin-free bags are shaped like the equestrian saddle satchels of the horse-loving commonwealth's history and textbook cuts are brightened up by shades like electric purple.

The setting chosen also is in step with this balance, as paved roads and in-car footage of the drive ahead get paired with ancient, mist-drenched mountains and basalt columns that are lingering whispers of the islands' volcanic genesis.

In the end, the dresses, tailored pieces, knitwear and trench coats seem to capture the nature of the U.K.



*Ireland and Scotland provide grounding for the fashion lineup, setting the tone. Image credit: Burberry*

Or perhaps, it is the other way around, and the scenery chosen for the campaign is simply a terrestrial expression of Burberry's latest fashion offerings; an advertisement written in moss, beach pebbles and periwinkle skies.

#### Getting outerwear

The winter 2023 campaign's focus on weather, earth and warm clothing seems to be a reminder of Burberry's birth and beginnings.

This is not unlikely, as since taking over in February 2023 ([see story](#)), Mr. Lee has frequently looked to his employer's roots for numerous activations ([see story](#)), drops ([see story](#)) and the opening of fresh spaces ([see story](#)).

Outerwear happens to be native to Burberry, and with this latest collection's focus on it, the creative director is once again evoking a sense of coming home.



*An updated Equestrian Knight Design is found on nearly every Burberry visual released with the campaign, marrying vintage aesthetics and a feeling of newness. Image credit: Burberry*

For context, back in the 1870s, the label was an outdoor attire developer and seller. By 1879, the business was offering gabardine, a water-resistant fabric.

Now, in this modern push, the outside-friendly materials of today are centered.

In fact, Burberry moved to acquire a business from Italian supplier Pattern SpA in March 2023. The company has been behind the British fashion label's luxury quilts and downs, partnering with the house to produce luxury ready-to-wear items in Turin, Italy for nearly two decades.

At this point, Burberry can bulk up its ability to make outerwear pieces, securing a bigger capacity on top of the current manufacturing centers in Yorkshire, where gabardine continues to be utilized after well over a century. Seventy Pattern employees in Turin will join Burberry officially once the deal is finalized this year.

"This strategic investment is an important next step in bringing our outerwear category to full potential," said Jonathan Akeroyd, CEO of Burberry Group, in a statement.



*Gabardine continues to be used in the making of Burberry trench coats, as seen in the winter 2023 array. Image credit: Burberry*

"It will enhance our capabilities, building on our strong foundations in the U.K., and provide greater control over the quality, delivery and sustainability of our products," Mr. Akeroyd said. "It's an exciting development and I am delighted to welcome our new colleagues on board."

Whether it is through the inclusion of the updated Equestrian Knight Design, reimagined silhouettes and proportions, argyle prints, English roses or an overall functionality at play, winter 2023 feeds into Mr. Lee's efforts to resurrect Burberry's most closely-held pieces of its inheritance, all while setting it up for success in the current luxury market.

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