

APPAREL AND ACCESSORIES

# British creatives help rewrite rules at Burberry

November 28, 2023



In total, 20 celebrities front the push, including British actress Rachel Weisz. Image credit: Burberry

By ZACH JAMES

British fashion label Burberry's latest ode to home casts young English talents almost exclusively.

A new campaign from the heritage house, shot on location in London, includes a variety of stars from the big screen, the stage and the runway. Marketing for Burberry's spring 2024 assortment stays consistent with previous seasonal presentations, in the sense that assets and apparel highlight a relentless pursuit of modernity, charged in large part by chief creative officer Daniel Lee.

"Burberry's Spring 2024 campaign speaks to the practical modern-day luxury consumer by re-imagining the brand as seamlessly embedded into the fabric of quotidian modern British life," said Anastasia Krklia Gabriel, author of *Cultural Intelligence for Marketers: Building an Inclusive Marketing Strategy*, San Francisco.

"In lieu of the conspicuous signature check pattern or images of aspirational luxury, Burberry's signifiers are subtly but cleverly woven into recognizable wardrobe items, evoking a simultaneous sense of understated sophistication and everyday relevance to the consumer," Ms. Gabriel said. "With its focus on essentials set against the scenes of residential streets, parks, and the brick walls of London's neighborhoods, the campaign draws on codes of familiarity and local belonging."

"From a semiotic point of view, Burberry further achieves its campaign objectives by visually incorporating earthy and green hues in both the collection and the campaign's visual landscape, which functions to assert the brand's groundedness in the local, seamlessly integrating the collection items into the everyday surroundings of modern-day British life."

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

## Accented advertising

From an Academy Award winner to a professional footballer, a crew of 20 total celebrities fronts the brand's effort. Most hail from Burberry's home country.

British actress Rachel Weisz, British singer-songwriter King Krule, British model Jourdan Dunn, British soccer player Bukayo Saka, Swedish singer-songwriter Neneh Cherry, British musician Damon Albarn and South Korean actress Jun Ji-Hyun are among those selected.

Tems. Spring 2024 #Burberry <https://t.co/TuxZSARij5> [pic.twitter.com/trbulCPVT r](https://pic.twitter.com/trbulCPVT r)

Burberry (@Burberry) November 21, 2023

Ahead of the corresponding collection's eventual arrival, the figures appear in a series of promotional short films. Each person shares a respective account of their favorite spots in London, some less widely known, amid the digital snippets.

The campaign is filled with voices that were born or raised in proximity to England's capital, also lensed by a local, shot by photographer and film director Tyrone Lebon.

On social media, Burberry's content distribution attempts to audiences engaged. The brand has been dropping just one or two images a day, accumulating likes and comments as a slow drip of multihyphenates attached to the project hits feeds.

Images feature the revived equestrian knight motif, created almost a century ago as maison leaders worked to establish codes at the then-nascent luxury name, during a much different era for the high-end operation.

Ji-hyun. Spring 2024 #Burberry <https://t.co/TuxZSARij5> [pic.twitter.com/wo3CLATLL1](https://pic.twitter.com/wo3CLATLL1)

Burberry (@Burberry) November 23, 2023

Further tactical notes regarding the campaign's target demographic are to be found in its diversity.

"In particular, the use of audio, narrated by local talent ranging from ballet dancers to songwriters to internationally famous models, deepens this sense of nostalgia around what it means to be British and to belong in a cosmopolitan city like London," said Ms. Gabriel.

"Model Iris Law shares cherished moments during her walks among familiar faces in her neighborhood and footballer Bukayo Saka articulates what makes him feel at home in London, while musician King Krule reminisces about his uncle's memories of the scent of Rotherhithe's port and warehouses during the eighties."

### Spring awakening

Turning its gaze toward other markets, the brand readily taps Chinese model He Cong and South Korean soccer player Son Heung-Min, straying slightly from its regional requirements. The pair's inclusion could push fans based in the APAC region, where Burberry struggled in recent months, to purchase.

Outside of the country in which it resides, acts such as Nigerian singer-songwriter Tems, a popular Afrobeats artist, carry the potential to heighten Burberry's global influence. An image of the entertainer was the first to go live, a move that is likely no coincidence the post is currently the most liked.

The bulk of the models, athletes, artists and actors, however, are from the U.K., the ads ultimately catering first and foremost to Burberry's strongest market of sales.



Academy-award nominated actress Jessie Buckley stars in Burberry's spring outing. Image credit: Burberry/Tyrone Lebon

The update strategically positions familiar celebrity faces in contemporary wear as Burberry aims to become “the modern British luxury brand,” an ambition outlined by the company’s longer-term strategic ambitions.

The goals have graced recent earnings reports ([see story](#)), helping inform campaigns such as these.

The British fashion brand is one of the first luxury labels to debut its spring 2024 plans, beating only a few including Richemont-owned Belgian leather goods house Delvaux ([see story](#)) and Spanish fashion label Loewe ([see story](#)) to the punch.

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