

APPAREL AND ACCESSORIES

# It's Always Burberry Weather: London in Love' celebrates city romances

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*Academy Award-winning actress Kate Winslet is shot by Paris-based photographer Drew Vickers. Image credit: Burberry*

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By AMIRAH KEATON

British fashion house Burberry is embracing cinematic nostalgia.

Drawing inspiration from late 1990s and early 2000s British romantic comedies, the luxury brand presents a series of seven short films depicting everyday romances as part of its latest marketing release, "It's Always Burberry Weather: London in Love." The campaign highlights Burberry's long-standing trench coat legacy while reinterpreting its classic outerwear for summer.

"A Burberry love story comes to life through the cinematic lens of this campaign," said Daniel Lee, chief creative officer at Burberry, in a statement.

"It's about humor, optimism and, of course, the unpredictability of our great British weather."

## London in love

London love stories take center stage in the seasonal Burberry campaign for summer 2025.

Academy Award-winning actress Kate Winslet leads an ensemble cast of English entertainers that includes Aimee Lou Wood, Chen Kun, Jodie Turner-Smith, Micheal Ward, Nicholas Hoult, Richard E. Grant, Son Sukku, and models David Gandy, Liu Wen and Naomi Campbell. A Burberry Knight also makes a special non-speaking appearance.

"It's Always Burberry Weather: London in Love" features seven short films

In scenes that portray everything from meet-cute moments to lovingly affectionate embraces, designs from Burberry's creative director, who continues to evolve the brand's outerwear expertise by introducing fresh interpretations of its historic trench coat, stand out.

The films showcase a mix of traditional picks such as the gabardine trench alongside new silhouettes, demonstrating the adaptability of the house's designs to ever-changing British weather.

The Castleford trench coat, which features a lighter gabardine weave, serves as a summer-friendly alternative. Cropped and draped variations with cutouts and zips for added versatility also come to life across the campaign.



*British fashion model Naomi Campbell appears in "It's Always Burberry Weather: London in Love." Image credit: Burberry*

In a statement, the brand positions the Burberry trench as "the ultimate all-weather companion."

"Created by Thomas Burberry in 1879, gabardine was heralded as the original performance fabric," it says.

"Its shower-resistant, lightweight, and breathable properties offer versatility throughout the seasons and remain integral to British wardrobes."

### **In-store extension**

Beyond the films, Burberry is launching a retail experience designed to bring the campaign's essence to life.

Storefronts and interior displays will mirror London's romanticized summer aesthetic, featuring delicate clusters of wisteria and pastel blossoms.



*Chinese fashion model Liu Wen wears a variation of Burberry's classic trench coat. Image credit: Burberry*

Lime-washed cladding, inspired by the city's historic architecture, complements these floral installations, creating a visual link between the store environments and the summer 2025 collection.

From placing heritage styles in new contexts ([see story](#)) to publicizing commitments outside of the fashion space ([see space](#)),

the brand's turnaround formula appears to be resonating with consumers, as its most recent earnings round showed signs of sales recovery ([see story](#)).

"Our Summer 2025 campaign is a joyous celebration of our original purpose to create clothing that protects people from the weather," said Josh Schulman, CEO of Burberry, in a statement.

"It showcases the innovation and craftsmanship that defines Burberry as the ultimate trench and rainwear destination."

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