

MARKETING

Top luxury campaigns of 2025: Burberry, It's Always Burberry Weather'

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British model Nora Attal wears the new Fitzrovia trench coat. Image credit: Burberry

By AMIRAH KEATON

In 2025, luxury brands navigated a landscape defined less by records and more by recalibration.

The personal luxury goods market's continued recovery remained slower than projected in main global regions, including the U.S. and China. Tightened discretionary spending accelerated the polarization between top buyers and aspirational consumers.

Stagnant macroeconomic conditions forced marketers to justify the relevance of their maisons beyond traditional status signaling, resulting in the release of fewer campaigns with higher impact. From product anniversaries to relaunched archival designs and origin stories that unfolded over the holiday season, heritage remained at the core of many campaigns and approaches to storytelling prioritized quality over quantity.

Luxury fashion houses invested in AI and A-list celebrity ambassadorships, as well as sports partnerships, immersive events and collaborations with major figures in art and film. Online resale channels proliferated as luxury shifted its focus towards India and the Middle East, upgrading in-store experiences with boutique openings and refreshed design concepts.

High-end automotive brands highlighted innovation and excellence alongside EVs. Legacy hospitality names emphasized wellness. Watchmakers leaned into provenance and, across industries, immersive experiences were a recurring theme.

As the new year begins, Luxury Daily is spotlighting the campaigns, activations and strategic initiatives that dominated 2025. Together, these efforts reveal how luxury brands responded to change by sharpening their identities and reasserting their value, setting new benchmarks for the year ahead.