

# BURBERRY

## WHAT IS LOVE?

BURBERRY REVEALS FESTIVE CAMPAIGN



LONDON, 13 NOVEMBER 2019

'I am connected to the idea of unity, togetherness and challenging the perception of what love is today. This for me is the real spirit of the season. It's one of my favourite times of the year – when I can stop, reflect and reconnect with those who make me feel happy and at home, no matter where I am in the world. I loved the idea of bringing together a group of people that have been so supportive of me since I joined Burberry to celebrate my first holiday campaign for the house.'

Riccardo Tisci, Burberry Chief Creative Officer

Burberry's festive campaign is out today.

To mark his first festive campaign for the fashion house, Burberry Chief Creative Officer, Riccardo Tisci has assembled a cast of global talent to celebrate the notion of togetherness, union, hope and love.

The cast includes: Carla Bruni, Fran Summers, brand ambassadors Zhou Dongyu and Yoo Ah-in, Shay, Ikram Abdi Omar, Lea T, Boychild, Wu Tsang, Cecilia Chancellor, Sasha Pivovarova, Marina Morena, Mahmood and Ruben Loftus-Cheek.

The campaign centres around a film of the cast dancing to the soundtrack of 'What Is Love?' by Deee-Lite and is shot by renowned photography duo Mert Alas & Marcus Piggott.

Click [here](#) for the campaign film and images and [here](#) for behind-the-scenes images

## QUOTES FROM CAST AND CREATIVE TEAM

### CARLA BRUNI

'I love the concept of the campaign – this big group of different people coming together. I had a fabulous time with Riccardo and was thrilled to find myself behind the lens of Mert & Marcus again. On set, Riccardo gave me this feeling of freedom and modernity – his talent is beyond words. You can see that he has this profound and precious knowledge of fashion, and has this simplistic way of using the past to invent the future.'

My most precious festive memory is a Christmas Eve in a castle completely buried in snow in Touraine.'



Carla Bruni © Courtesy of Burberry / Mert Alas and Marcus Piggott

### FRAN SUMMERS

'Being on set with Burberry is super special to me, from being able to work with a British brand, to the fact that I got to shoot with my dad – which is something you could only ever dream of! Riccardo has been my major supporter in this industry from the first time I met him – I feel like he really understands me and really cares about me as a person.'

My favourite festive memory is definitely preparing the table on Christmas Day. I feel like Christmas is more than just a tradition, it is a feeling – a warm feeling inside of you that you're around family and you're surrounded by love. It's cold outside and you're having cuddles on the sofa with the Christmas lights on – everything together is just such a magical feeling.'

### IKRAM ABDI OMAR

'The shoot was magical – I had so much fun! The team were outstanding and I have always respected Riccardo and his work ethic and dedication. He was so professional and calm. It was my dream to work with Burberry – it was an honour to be a part of it.'

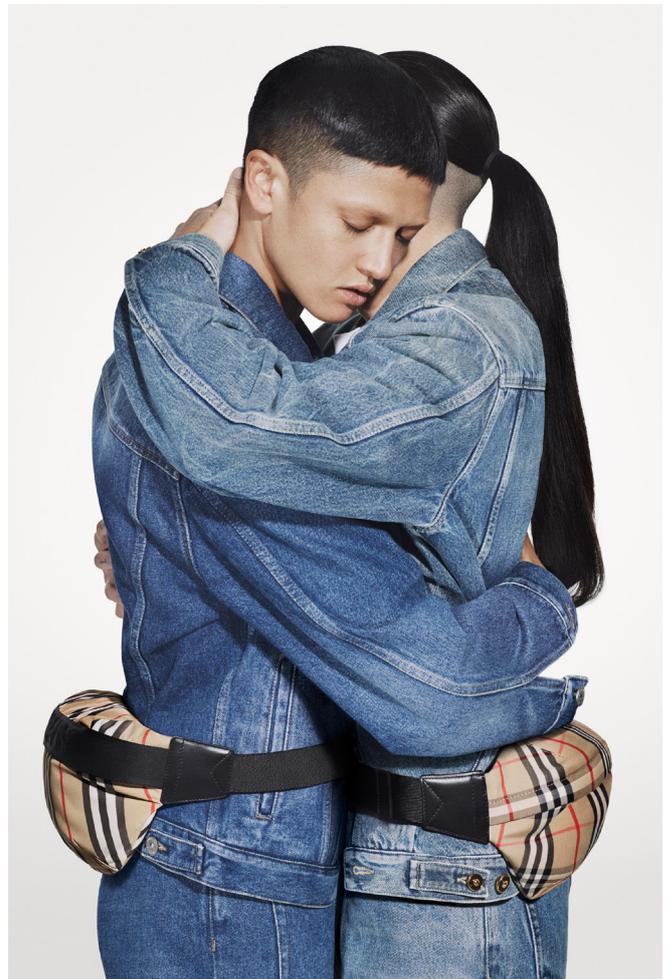
### SHAY

'When I got the call to shoot this campaign for Burberry I was so excited! This fashion house means a lot to the people of the UK and the UK means a lot to me. I lived here for a few years, so I couldn't be more honoured to come back to be a part of this project – it was a really enriching experience. Riccardo and Mert & Marcus really brought us together with a powerful energy and it felt like we were having a real party!'

### BOYCHILD AND WU TSANG

'The shoot was thrilling and overwhelming, we also got to meet so many people we admire! Riccardo was incredibly sweet and thoughtful, you can really feel his touch manifesting in everything he does – from the clothes to the way people treated each other.'

Our favourite festive memory is when the season starts to turn cold and there is less daylight – everything gets cosy. It's a perfect time to work and cuddle.'



Boychild and Wu Tsang  
© Courtesy of Burberry / Mert Alas and Marcus Piggott

## YOO AH-IN

'It was an interesting experience being a part of this campaign that shows various forms of love. Riccardo approaches fashion in a creative way and it was an honour to work with him.'

## MARINA MORENA

'It was an honour to work with Riccardo – I've always admired his work and everything he does. He put so much love into the shoot that we all felt like family.'

My favourite memory is spending New Year in Copacabana, Rio de Janeiro. Everyone wears white and watches fireworks. I can't forget the feeling of this unique energy and positive vibe.'

## LEA T

'It's really nice to see such important fashion houses starting to consider our group – I am happy to be recognised as a transwoman who knows how to do her job. Riccardo is a man who looks at me in the eyes and respects my story.'



Cecilia Chancellor and Lea T  
© Courtesy of Burberry / Mert Alas and Marcus Piggott

## MAHMOOD

'The shoot was an unforgettable experience. I've not yet had the opportunity to be on a set of this size and with so many people involved, it was a unique opportunity that I will always remember. Riccardo is a truly fantastic person, he is concrete, genuine, authentic. I am honoured to have been able to work with a professional of his calibre.'

My first memories of the Christmas holidays are definitely the moments of pure fun experienced with my cousins, when we went to the playground on the slides and swings full of snow.'



Zhou Dongyu © Courtesy of Burberry / Mert Alas and Marcus Piggott

## ZHOU DONGYU

'It was so much fun working with so many talented people, and Riccardo's low-key, down-to-earth vibe took a lot of the edge off. I was nervous at first, but felt more at home as the day went on!'

My favourite festive memory is definitely sitting around the table with family and friends, joking around with each other and feeling completely relaxed.'

## MERT & MARCUS

'It was a real pleasure working on this project for Burberry. Working with Riccardo is about connection, it's about the back and forth of discussing creative ideas and it's this that makes our jobs even more interesting and exciting. We have been friends for many years so I guess we know each other's sensibilities – there are always a lot of laughs!'

My favourite Christmas memory is when we were preparing a Christmas dinner and the oven literally blew up! I burnt my lashes and of course we had no turkey. Disappointing, but it was a funny night!'



Ruben Loftus-Cheek and Carla Bruni © Courtesy of Burberry / Mert Alas and Marcus Piggott

#### RUBEN LOFTUS-CHEEK

'I enjoyed shooting this campaign thoroughly – and taking a few shots with Carla Bruni was a bonus! It's amazing to work with someone who is at the top of the world at what they do. You could see the love for what Riccardo does.'

#### ANTHONY TURNER

'It was one of the most fun days on set I've had in ages, it's not every day you get to work with Carla Bruni and Father Christmas himself! It's always so inspiring working with Riccardo, he is a true visionary and has a fantastic sense of humour.'

My favourite festive memory is every Christmas night my aunt throws a huge party at her house and my uncle DJs. They are obsessed with Britpop so it's always a really good night.'

#### ISAMAYA FFRENCH

'Every character that Riccardo cast for this project had such an amazing energy. Carla Bruni, Lea T – they were all incredibly interesting and powerful people. The fact he wanted me to create a fantasy faun character makes me love him even more – allowing me to be so creative for a huge campaign is amazing.'

My favourite festive memory is walking around a starry moonlit village covered in snow in Austria with my mum.'

#### CARLOS NAZARIO

'My experience was exciting and very fun to say the least! It was a real dream come true to work alongside Riccardo and Mert & Marcus, who have been inspirations to me since long before I began working with them. The mood on set was celebratory, creative, jovial and yes, festive!'

My favourite festive memory is Christmas Eve parties at my grandmother's house as a kid; spent salsa dancing with my big family, playing games with my siblings and cousins, stuffing myself with the most delicious food and waiting in excitement until midnight, when everyone got to open one present!'



Sasha Pivovarova © Courtesy of Burberry / Mert Alas and Marcus Piggott

#### NOTES TO EDITORS

#### THE FULL CAMPAIGN CAST

Alexis Chaparro, Arah Clarke, Ava Valentine, Blanket, Bodhi Horton, Boychild, Carla Bruni, Casper Chatfield, Cassius Varghese, Cecilia Chancellor, Christian Guzman, Dahely Nunez, Daisy Middleton, Elis Moaven, Fran Summers, Hector Polio, Howard Griffiths, Ikram Abdi Omar, Jacob Guerra, Jaeda Sherman, Jose Polio, Keith Summers, Kristians Jakovlevs, Lea T, Leissy De La Cruz, Louis Chatfield, Mahmood, Marina Morena, Noah Carlos, Noah Landes, Regina Limon Vega, Reia Zhing Cheong, Ruben Loftus-Cheek, Sasha Pivovarova, Shay, Valentin Bedford, Wu Tsang, Yoo Ah-in, Zhou Dongyu

## BURBERRY FESTIVE 2019 COLLECTION

Burberry house codes celebrate the festive season, including iconic outerwear, scarves and bags from the TB bag family.

### EVENING WEAR

Women's evening wear is celebrated with hand-linked embellished chain mail dresses with crystal fringing and feather details, hand-gathered tie-detail gowns and mini dresses with sequin embroidery and v-neck details. Men's classic English-fit tuxedos are updated with crystals and velvet ties.

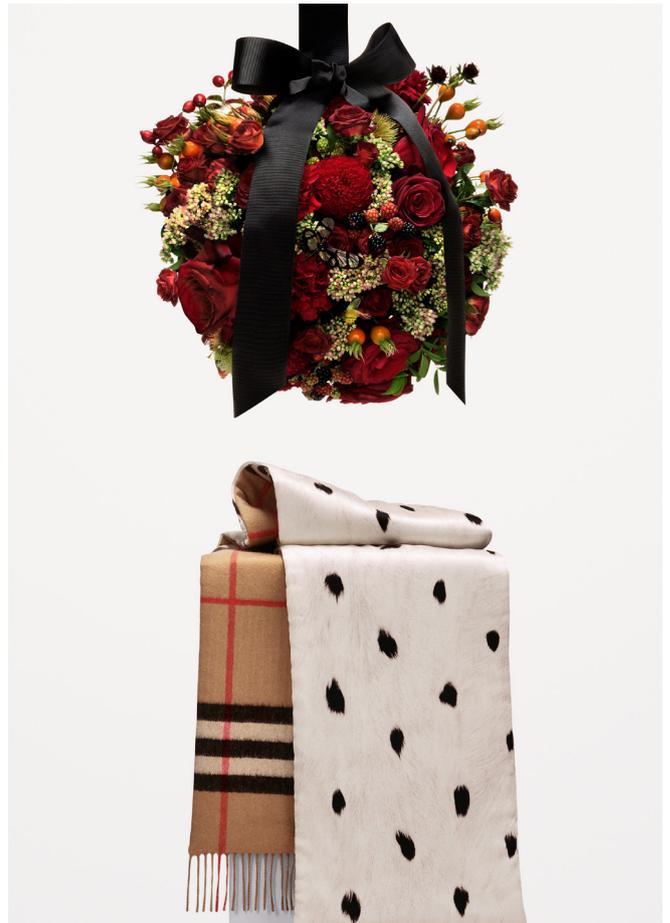
### OUTERWEAR AND PUFFERS

The classic duffle coat is celebrated in camel with stripe details. Puffer coats are in submarine prints, colour-block and black puffer capes detailed with the Thomas Burberry Monogram. Parkas have been updated in leopard print and python print.

### BAGS

The TB family, which references the initials of the house's founder, Thomas Burberry, is evolved in a range of colours and fabrics. The TB Bag is available in red, malt, a lizard-effect leather with stripe detail and croc-embossed silver.

The Lola bag is updated in studded leather, wool-blend tweed, red sequin embroidery and in a new mini size. The Title, a structured bag with a triple-stud closure, comes in a new double-handle style and in leopard print.



### ACCESSORIES

Jewellery includes the Thomas Burberry Monogram worked into stud earrings, oversized hoop earrings with faux-pearl and crystal ring details and sculptural cuffs. Alphabet charms are available in embellished crystal. Small leather accessories include monogrammed wallets, card cases and belts.

### SCARVES

Silk scarves feature reissued archive prints. Classic cashmere scarves are updated with reversible TB Monogram, Icon stripe and Dalmatian print.

Click [here](#) for images of the Burberry festive 2019 collection and click [here](#) for still life product images