



BURBERRY

x

lily james

Out with the old...
in with the Blue.

DANIEL LEE

and his new direction
for Burberry

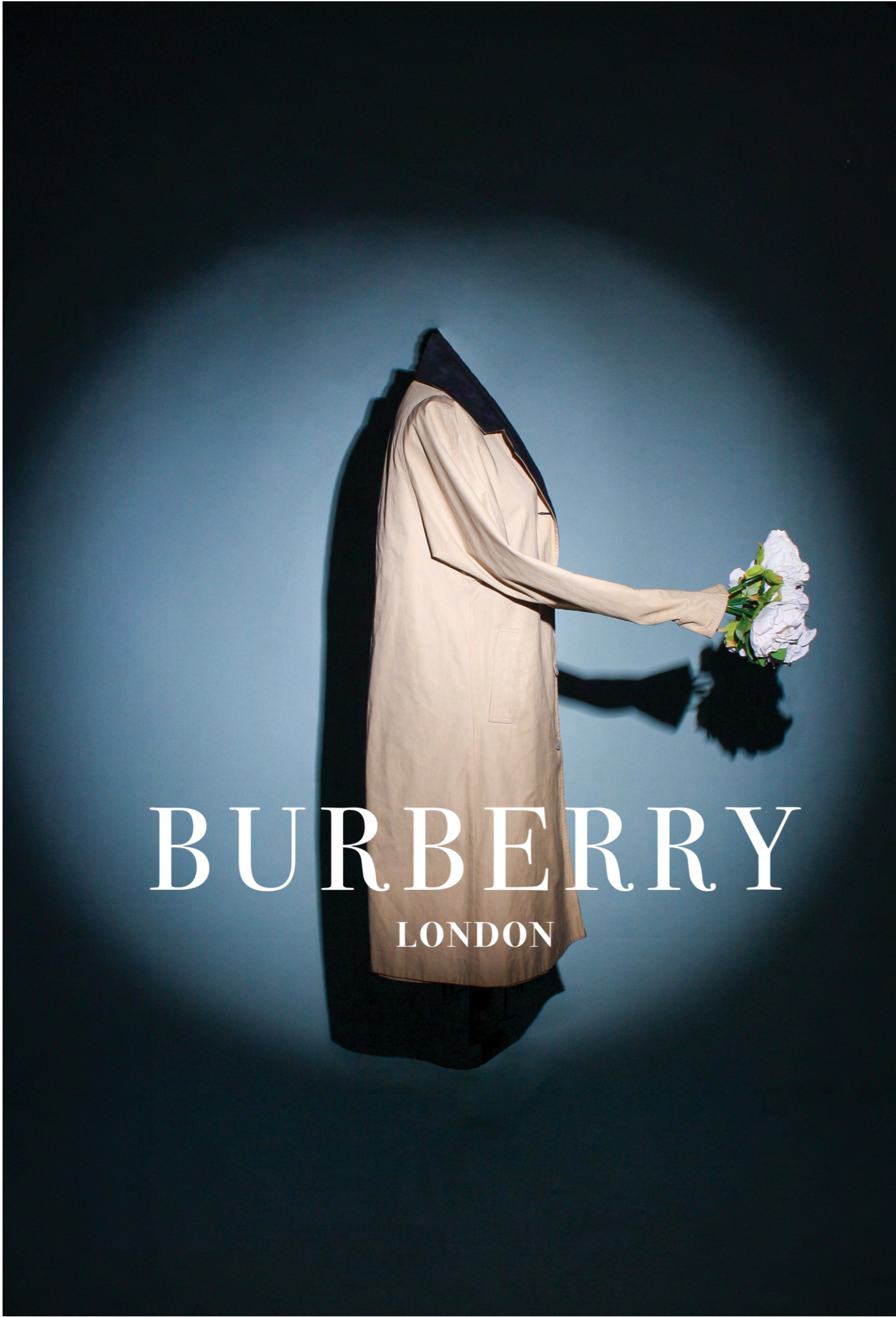
+

LILY JAMES

and the new
collaboration for
Spring/Summer.

SOLEIL

A NEW AGE



THE HISTORY

“... a representation of British luxury and elegance...”

Thomas Burberry

In 1856, Thomas Burberry created the brand Burberry as a representation of British luxury and elegance that has further adapted to more modern designs in this current time, while still retaining its original and traditional, elegant, and practical designs.

As part of Burberry's old logo, that was won in a competition created by the public since 1901, the 'Equestrian Knight' was established as a representation of the brand's journey of moving forward, as mentioned by Burberry (2023), suggesting the brand's continual state of evolving through time and adapting to new trends and fashion ideas.

Thomas Burberry envisioned a garment for comfort and for practicality. The innovative and famous trench coat was originally designed for England's harsh climate and used throughout the war. The 'Gabardine' was invented in 1879, and made of waterproof cotton that was lightweight, durable, and moved with the body. In conjunction with its practicality, the Gabardine was also sought after by women looking to break the gender norms of dress and rebelling against gender restricting garments.

This ultimately popularised the fashion House to sell a range of products in accessible stores such as Liverpool and Winchester during the 1900s.





THE LEGACY

“paying homage to an iconic heritage brand”

In 2022, Daniel Lee became the new creative director of Burberry, by adopting contemporary design ideas, such as using cool tones of blues, browns, and deep purple for the latest Fall/Winter 2023 collection, whilst reverting to using the original check pattern as a way of paying homage to the brand's history, but incorporating contemporary fashion to a progressive and extremely successful fashion House.

Burberry's most recent Fall/Winter collection (2023) showcases a range of different pieces that reflect Burberry's new direction, with Daniel Lee (formally the creative director for Bottega Veneta) as the new creative director as of 2022. His new ideas display a contemporary design motifs whilst also paying homage to an iconic heritage brand.

The adaptation of the Gabardine trench coat (1879) to current trends, which is similar in form and shape. Boxy and oversized silhouettes were common on the runway, as a reflection of the season and to show garments meant for England whether, or for places with a colder climate.

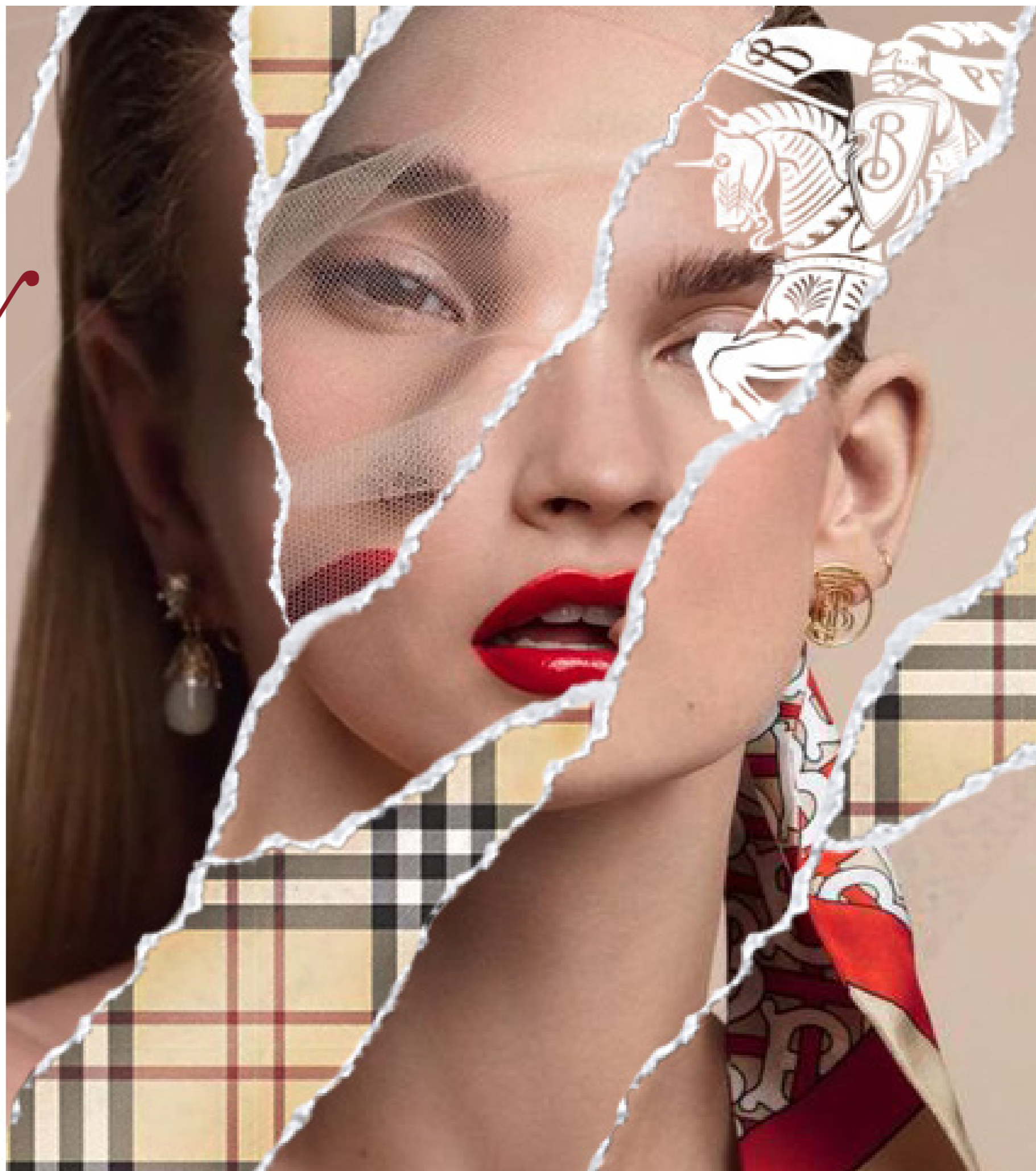
BURBERRY x

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*AN ENGLISH ROSE FOR AN
ENGLISH BRAND*

Lily James is a British actress who first starred on *Downton Abbey*, before as her iconic role in Disney's 'Cinderella'. She has a love and admiration for London, where she lives is proud to be British. Lily James says she adores Burberry as a brand, what they represent, it's 'Britishness', and the history.

Lily James has been a brand ambassador for Burberry's beauty line since 2016. Regularly attends London's Ready-to-wear shows, and is the face of 'My Burberry' perfume campaign 2016.



NEW

Introducing the new

Burberry x Lily James denim monogram bucket hat









BE



The new campaign showcases a range of looks that feature a key shape, the circle. Retailing for \$730.00 AUD, this mid wash, denim blue, monogramed and embroidery hat is the perfect addition to your summer collection, or for any climate. Burberry invites you to join the picnic and immerse yourself amongst the flowers and sunshine.



DENIM & BURBERRY

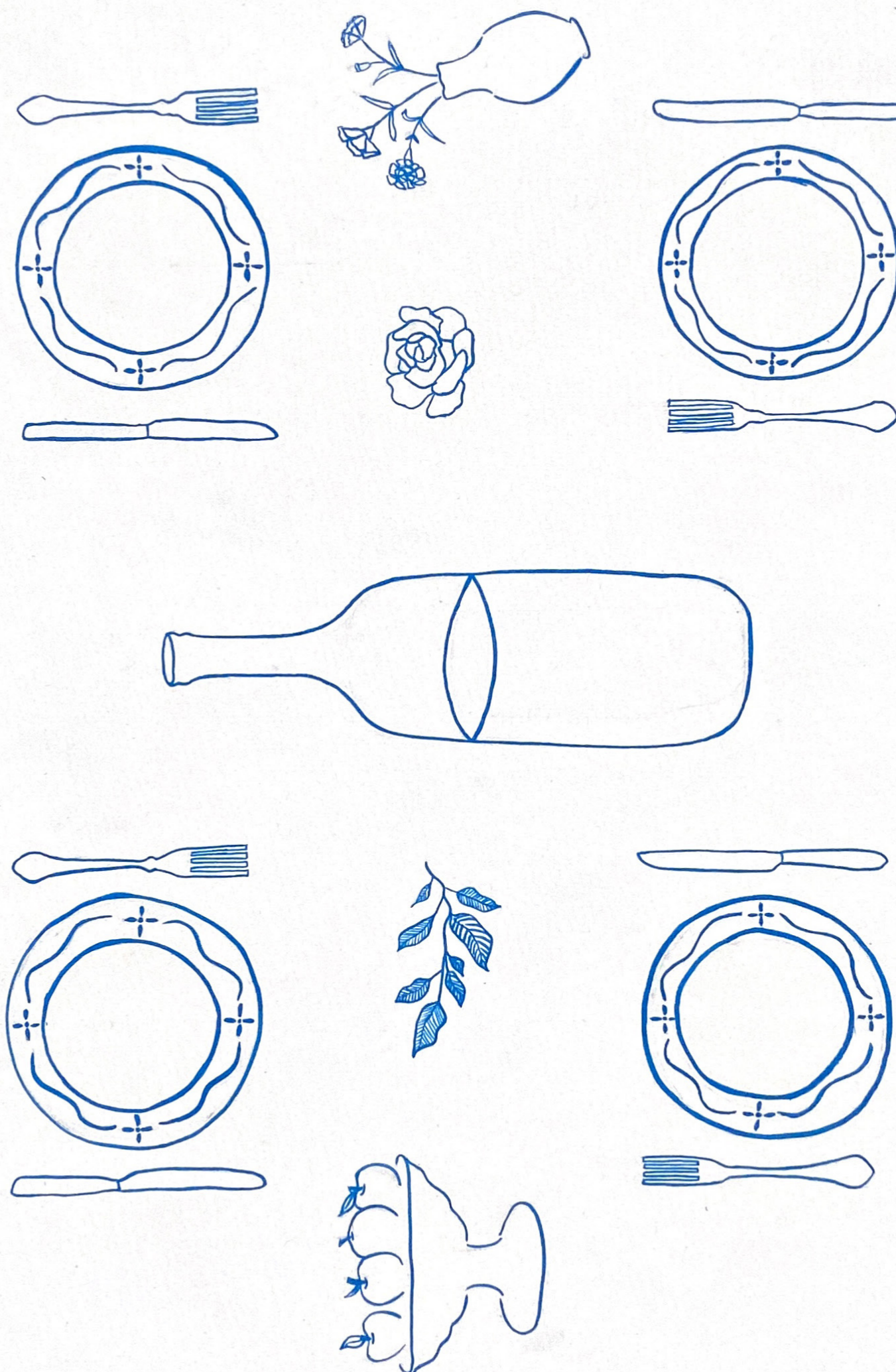
Burberry's Autumn/Winter 2023 collection with Creative Director Daniel Lee is a re-freshing way of viewing Burberry's designs.

The colour palette of this collection consists of a series of dark and striking colours, such as blues, greens, yellows and purples, a contrast to Burberry's usual bright and fresh colour palette. This was an interesting approach to this collection as Burberry usually has a light and bright colour palette, however, given the Fall/ Winter seasonal theme, the deep tones and moody colours create bold statements and fit so well with the brand.

This almost gives Burberry a new direction to street-wear, through several boxy silhouettes and oversized pieces. One of the most interesting design elements of the collection was the use of the Burberry check. Not only was Lee's idea to pay homage to the brand's iconic check pattern - used since 1920 as the lining of their famous trench coats, and later made a staple pattern in the 1960s - but to rotate the check pattern at an angle along the bias. This created an interesting path for the eyes to follow, and a new direction for Burberry's Check print, both literally and figuratively.

Denim has been incorporated to the new F/W 2023 collection as a way of keeping a casual look. It is arguable that denim is meant to be for casual wear, however, through Daniel Lee's new collection it is evident that styling denim with accessories and garments such as heels, can add sophistication to the look. Instead of regular denim, the model wears a Rose printed denim pant paired with a crewneck and fuzzy heels.

This can be regarded as a contrasting style to Burberry's usual aesthetic of sophisticated workwear. Through this, Daniel Lee evokes a sense of fun and casualty by incorporating this durable and versatile fabric with iconic Burberry Garments and Accessories.





Inspired by fresh summer days of the English countryside, surrounded by flora, Burberrys latest collection delivers a luxurious piece for those of all ages.

Whether you're a returning customer or new lover of anything Burberry, this collection transports you to a delightful setting of peace and serenity.



Great Titchfield Street

JCDecaux



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