Star-studded Burberry AW22 campaign explores label's duality

By Sandra Halliday - August 24, 2022

Burberry has unveiled its AW22 campaign “capturing the power of community as models come together in their individuality”. The company said that “spotlighting the collection’s themes of belonging under the bright LA sun, the bold images and film harness the power of self-expression to forge togetherness”.

Once again, it’s working with the label’s code of duality, so the campaign is a study of different identities. “Elevated” studio shots for the womenswear collection and “candid” outdoor shots for the menswear “come together to present a daring recombination of distinct Burberry codes and a fresh proposition for the future”.

Creative chief Riccardo Tisci once again worked with photography duo Inez and Vinoodh “to further explore his avant-garde approach to the house”, while stylist Lotta Volkova “brings definition and a new perspective to the attitudes expressed throughout the collections”.

The duality is also seen in the pieces featured that have both traditional and modern elements. They include a classic women’s trench recreated as a voluminous strapless gown with signature details, and car coats enlivened with chain-link elements.

Across womenswear, waxed cotton coats and field jackets are presented alongside vintage-inspired floral lace corset tops with matching pleated skirts, black leather bodysuits and skirts. The all-important Lola bag also features in the campaign.
For menswear, a hooded duffle coat is reconstructed with exaggerated leather straps and trims, while tailored high-waisted trousers are layered over casual polo shirts and cotton poplin shirts are coupled with floor-grazing skirts in diamond-quilted fabrics.

The cast includes some big names with models Irina Shayk, Khalil Ghani, Lina Zhang, Loli Bahia, Mariacarla Boscono, Moses Sumney and Richard Riakporhe.

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