



# Fashion Scoops

## Burberry Summer

If last year was a Brat summer, this year it's a Burberry one. The brand is kicking off festival season with a campaign celebrating British music culture.

"Burberry sits at the center of the summer calendar," said Daniel Lee, Burberry's chief creative officer. "It's both a means of creative expression and go-to uniform for festivalgoers."

The campaign, a series

of short films and portraits, features musicians and models including Liam Gallagher, Goldie, Cara Delevingne and Alexa Chung.

"Think of the campaign like a collage," added Lee. "Candid moments capturing off-duty fans and headline acts in between gigs."

Gallagher, posing with his children Lennon Gallagher, Molly Moorish-Gallagher and Gene Gallagher, wears his Burberry parka from the label's spring 2018

collection. First designed by Christopher Bailey, the jacket will be reissued for a limited time in July.

"Burberry has always been a part of the fabric of the U.K.," said Goldie. "You see it [Burberry Check] on the underside of a hat or the inside of a jacket."

The British brand has been amping up its campaigns as of late.

Burberry's Mother's Day campaign featured the Texan Jerry Hall with

her daughters Lizzy and Georgia May Jagger, while for Father's Day, the brand had a helping hand from soccer player Phil Foden and his two children.

As reported, the brand named British tennis player Jack Draper as one of its ambassadors, joining the likes of Tang Wei, Zhang Jingyi and Bright.

— VIOLET GOLDSTONE  
AND HIKMAT MOHAMMED



Alexa Chung poses wearing Burberry.