Shot on 16mm film, the campaign will exude a classic European holiday feel—refined, sun-drenched, effortlessly chic.

The rich texture and film grain adds warmth and spontaneity, balancing Burberry’s heritage with playful, beautifully imperfect moments.

I’d like to make use of crash zooms to heighten the comedic effect and to help hone in on the action—keeping the energy up.

The idea of each key moment should be conveyed in one or two shots, as if observing something happening in real time.

I’d like to pepper the shots with moments where we feel as if the cast is in on the joke—subtle glances to camera. Wink, wink, nudge, nudge…