

Witty, humour-infused micro-narratives with a quintessentially British twist. Blending Burberry's elegance with playful mishaps. Each story balances sophistication and self-deprecating charm, ensuring the brand's heritage shines through.

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.