

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.

The campaign will exude a classic European holiday feel—refined, sun-drenched, effortlessly chic.

The idea of each key moment should be conveyed in one or two shots,  
in the POV of a fellow vacationer.

Care will be taken to make sure the film is intercut with beautiful  
imagery of the product to help heighten the narrative.