

DREW VICKERS X BURBERRY  
High summer 2025: Digital campaign

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.