Burberry's Tisci to launch new 'Friends and Family' creative series next year

By Sandra Halliday - December 22, 2021

Burberry on Wednesday announced a new "creative series" called Friends and Family with the first pre-collection in the project set to be unveiled next month.

The luxury company said Chief Creative Officer (CCO) Riccardo Tisci “will be partnering with inspiring creatives from unexpected backgrounds for each pre-collection. In a true celebration of togetherness, style and family the creative partner will interpret the Burberry identity established since Tisci joined the house, styling the collection and bringing a personal creative identity to each of the pre-collections”.

Burberry
The first link-up will be with Lea T, for the AW22 pre-collection, which will launch in January 2022.

Lea T is a long-standing collaborator of the CCO "and a part of the Burberry family". She’s featured as a model in Burberry campaigns and walked the SS21 runway show.

It’s yet another example of how labels across the fashion industry at all price levels are leaving behind the ‘sole designer’ concept and encouraging creative input from a wide circle of people with interesting viewpoints.

These brand collaborators can add a new dimension to a label, bring in a new audience, create a buzz around a specific collection and generally add excitement, whether they’re celebrities, artists, fashion insiders, campaigners or others.

Only this week Moncler — which has built a thriving business on collections from multiple and very different designers — launched its Moncler Select digital project with Alicia Keys as its first curator. It also plans further interactions of the project that will see more prominent names in entertainment, fashion, sport and business selecting products and directing online editorial.

By Sandra Halliday

Copyright © 2021 FashionNetwork.com All rights reserved.