Latest Burberry TB Monogram campaign stars Gisele Bündchen

By Sandra Halliday - May 25, 2022

Burberry has unveiled its latest campaign for its TB Summer Monogram collection and has enlisted supermodel Gisele Bündchen to front the imagery that “celebrates the brand’s house code of duality”.

The campaign “melds the past and the present to create a collision of iconicity, reflected in the print of the collection”.

The still shots were captured by Luigi & Iango with Bündchen adopting “an effortless stance in front of unreleased portraits captured by the duo 10 years prior. A relaxed pose asserts her inner confidence – a candid interpretation of beauty exalted through the collection”.

Burberry
Burberry creative chief Ricardo Tisci also worked with stylist Suzanne Koller and make-up artist Georgi Sandev on the pictures.

For the annual TB Summer Monogram collection — first unveiled in August 2018 — Burberry has made a habit of signing big names to front its campaign. The debut collection featured Gigi Hadid with Kendall Jenner being the following year’s star, and Naomi Campbell stepping up last year.

The collection itself this year features a variety of pieces for women, including cotton gabardine trench coats, silk kaftans and pussy-bow blouses, wool-blend cardigans and polo shirts, cotton T-shirts and hoodies, cropped tops and leggings, eyewear and swimwear.

Menswear includes cotton sweatshirts and Oxford shirts, silk-blend bomber jackets, hooded jackets and wool sweaters.

Meanwhile, on the accessories front, there are bucket hats and baseball caps, Lola and Freya tote bags, linen high-top sneakers, contrast-trim leather point-toe pumps, neoprene sandals, sunglasses and a jacquard-woven towel.

By Sandra Halliday