Burberry has launched a high-profile campaign for its Lola bag featuring some big names in what creative chief Riccardo Tisci says is an "ode to strong women the world over".

“For the campaign, I really wanted to celebrate that attitude and all of the facets that make up the Burberry woman, so we created a fantasy world where she is free to exhibit her strength and be captured in all of her beauty from every angle”, he added.

It stars Bella Hadid, Lourdes Leon, Jourdan Dunn and Ella Richards, an “ensemble of evocative women [who] personify Lola’s attitude. Taking the reins. Commanding their space. Each with confidence and control".
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The brand worked with ‘the visionary’ Torso Solutions on the photography with styling by Suzanne Koller, and said “the campaign speaks a distinctive visual language – functional yet spirited – which captures Lola’s attitude from every angle. Orbiting Lola, the campaign locks onto the bag’s gravitational pull – an irresistible force that reaffirms Lola’s status as a signature Burberry bag”.

To celebrate the bag, Burberry is also launching a series of global “pop-ups and pop-ins”. The World of Lola Pop-ups include exploding Lola’s design elements “to embody the bag’s distinctive attitude – smart, sexy, strong and present – the pop-ups confidently contrast colour, shape and tactility”.

They’ll be seen in cities globally, including London, Paris, Sydney, Philadelphia, New York, Tokyo and New Delhi.

By Sandra Halliday

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