

Olivia Colman fronts Burberry's new campaign

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Burberry's latest campaign, titled **"It's always Burberry Weather: Postcards from London"**, leans into the brand's 165-year heritage while pushing forward its outerwear narrative.

Starring **Olivia Colman**, the campaign comprises four short films directed by John Madden.

In each film, Colman plays a series of London characters — from a chip shop operator to a cricket enthusiast — as foreign tourists navigate the city.

Expanding outerwear line and style language

Alongside the campaign, Burberry is adding new silhouettes to its outerwear range.

Key highlights include:

- The **Castleford trench**, constructed from water-resistant coton gabardine, returns.
- A new **Fitzrovia coat** with an A-line shape offers more volume to the classic silhouette.
- For men, the **Chestwood** relaxed fit trench draws on archival 1980s design.
- The **Berryhill car coat** blends heritage raincoat cues with down-filling and a bold fit-and-flare cut.
- The **Floriston jacket** offers a boxier, quilted re-interpretation of classic styles, with nylon and corduroy finishes.

Burberry also reworks classics such as the **Kensington trench** in technical cashmere, and introduces wool variations and cape trench styles.

Color direction ranges from soft neutrals like "clam" and "ice" to grounding tones like camel, navy, black, and deeper accents such as mahogany and twilight blue.

Pop-ups with railway inspiration

Thus to support the campaign, Burberry is rolling out immersive pop-ups in **China, Japan and the UAE**.

Therefore installations echo the romance of rail travel and London's station architecture.

Design touches include:

- Ticket booths and gifting kiosks that reference station platforms.

- Interiors mixing industrial motifs of historic train hubs with Arts & Crafts detailing. Replicas of the 1930s clock from Burberry's flagship Haymarket store (also installed at the brand's London headquarters) feature in selected pop-ups.

These spaces not only serve as sales points but also narrative environments aligned with the campaign's London storytelling.

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