

BURBERRY

London, England

DOMHNALL GLEESON AND LILY JAMES CELEBRATE THE LAUNCH OF 'THE TALE OF THOMAS BURBERRY' IN LONDON



London, 1 November 2016

Burberry Chief Creative and Chief Executive Officer Christopher Bailey hosted an event tonight to celebrate the launch of 'The Tale of Thomas Burberry', the latest Burberry Christmas campaign, with two of its stars Domhnall Gleeson and Lily James.

Over 250 guests gathered at Thomas's, Burberry's all day café at its 121 Regent Street flagship, to celebrate the campaign, which premiered earlier this morning, including the film's screenwriter Matt Charman and Jenna Coleman, Tom Hughes, Mary J Blige, Adowa Aboah, Josh Whitehouse, Amber Anderson, Clara Paget, Erin O'Connor, Jack Guinness, Sai Bennett, Lianne La Havas, Amelia Windsor, Alice Manners, Alex Lawther, Luke Edward Hall, Petra Palumbo and Sofia Boutella.

'The Tale of Thomas Burberry'

Directed by Asif Kapadia, 'The Tale of Thomas Burberry' comprises a three-minute cinematic [trailer](#) and reimagines key events that have shaped the company's history and values.

The film stars Domhnall Gleeson as Burberry founder [Thomas Burberry](#), Sienna Miller as Thomas's fictional first love, Dominic West as Sir Ernest Shackleton, the pioneering polar explorer who wore Burberry gabardine for three Antarctic expeditions and Lily James as pilot Betty Dawson, a fictionalised character inspired by the real life achievements of Betty Kirby-Green, who broke the world record in 1937 for a return flight from England to Cape Town in an aeroplane named 'The Burberry'.

This Christmas at Burberry

Shorter edits of 'The Tale of Thomas Burberry' will be appearing on Burberry's digital and social platforms, and across digital and cinema advertising throughout the Christmas season. Stills of the cast members and key moments from the film will also appear in print and out-of-home ads from today.

The release of the campaign today coincides with the launch of dedicated in store and online experiences, and iconic Burberry [gifts](#) for [men](#), [women](#) and the [home](#).

Continuing our long-standing association with British Servicemen and women, Burberry is proud to support the new Defence and National Rehabilitation Centre (DNRC). Once opened in 2018, the facility will provide the best possible care and clinical rehabilitation for those seriously wounded during service.

Burberry continues partnership with The New Craftsmen

Tonight also marked the launch of the continued partnership with The New Craftsman, with a new collaboration within Thomas's, which will celebrate British craft and creativity through a unique calendar of events, activities and exclusive products.

The ongoing partnership will be brought to life through a weekly programme, featuring some of Britain's finest makers creating bespoke products within the space, including embroidered linen table napkins, hand knitted Christmas stockings, tassels, personalised wrapping paper and an archive gabardine customisation.

NOTES TO EDITORS

"This Christmas, as we celebrate our 160th anniversary we wanted to tell the story of Thomas Burberry – pioneer, inventor, innovator, and the man behind the iconic trench coat – in our own words. The film we have made is a brief glimpse inspired by his full and extraordinary life, which threaded its way through the history of the twentieth century in all its tumultuous highs and lows.

To do justice to this story, we turned to a team of truly great twenty-first century British talent: Asif Kapadia, a director whose work I admire enormously, and a cast of our brightest and our best actors: Domhnall Gleeson, Sienna Miller, Dominic West and Lily James. We feel very proud to be sharing The Tale of Thomas Burberry this Christmas – his spirit and his vision are still at the heart of everything we do at Burberry today."

Christopher Bailey, Burberry Chief Creative and Chief Executive Officer

"The film is the story of Thomas Burberry – it's the story of Burberry the man, a person who created a fabric, which created the label, which has become a huge fashion brand. The idea of the film was to show where it all began.

The aim was to make a trailer for a film that we haven't actually made. So to bring together all these epic moments of life, death, birth, love and relationships, and to go through time and to have various characters that would appear and reappear – it was about finding these epic movie moments that would then make the trailer."

Asif Kapadia

"Thomas Burberry was a remarkable character. He was intensely gifted and very passionate about the real-world potential of what we wear and how it changes us. What he created has stood the test of time and influenced those who came after him – his work had such an impact and legacy after he was gone. I found that inspiring – it's what most artists dream of. To be integral to the success of so many firsts in aviation, exploration, fashion etc. – it was a very inspiring role to play.

The film also places real emphasis on the value of creativity and of making things which matter, and manages to do so while simultaneously telling the story of a man who achieved many amazing things, all in 3 minutes – that's not bad!"

Domhnall Gleeson

THOMAS'S CAFE

- Thomas's opened in June 2015, offering a menu of British classics from afternoon tea, to lobster and chips, seven days a week, using the finest seasonal produce from small farms and artisan suppliers from around the UK.
- Thomas's shares the expanded space within Burberry's global flagship at 121 Regent Street in London, with an area dedicated to personalised experiences and gifting.
- Click [here](#) for more information on Thomas's

ABOUT THE NEW CRAFTSMEN

- Established in 2012, The New Craftsmen has helped shape and define a new appreciation of and interest in craftsmanship
- Placing a firm emphasis on celebrating the makers behind the objects, The New Craftsmen presents a carefully considered but diverse collection of works by a selection of Britain's finest craft makers to showcase the materials, skills and craft products of the British Isles.
- The New Craftsmen currently represents a network of over 75 makers working in textiles, silverware, furniture, ceramics, jewellery, glassware and beyond.
- The partnership with Burberry launched on the evening of the runway show on 19 September and saw a programme of activity and installations within Makers House, the brand's new show venue in London.

ABOUT BURBERRY

- Established in 1856, Burberry is a global British luxury brand with a heritage of innovation, craftsmanship and design
- The Burberry business comprises 5 divisions: mens, womens, childrens, accessories and beauty
- Burberry is headquartered in London and listed on the London Stock Exchange (BRBY.L), Burberry is a constituent of the FTSE 100 index
- Visit www.burberry.com for further information