

ON EMBARGO UNTIL TUESDAY 1 NOVEMBER, 8AM UK TIME

BURBERRY

*London, England*

*Burberry Releases*

‘THE TALE OF THOMAS BURBERRY’



Sienna Miller, Domhnall Gleeson, Lily James and Dominic West star  
in new Burberry holiday campaign directed by Asif Kapadia

London, 1 November 2016

Burberry premiered [‘The Tale of Thomas Burberry’](#) today, a new campaign that kicks off the holiday season for the brand.

Written by Matt Charman and directed by Asif Kapadia, ‘The Tale of Thomas Burberry’ comprises a three-minute cinematic [trailer](#), which reimagines key events that have shaped the company’s history and values.

**Domhnall Gleeson** stars as Burberry founder [Thomas Burberry](#). **Sienna Miller** stars as Thomas’s fictional first love.

**Dominic West** plays Sir Ernest Shackleton, the pioneering polar explorer who wore Burberry gabardine for three Antarctic expeditions. **Lily James** stars 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’.

Real life moments re-enacted in the film include Thomas’s invention of the weatherproof fabric gabardine, dressing the military, and outfitting polar explorers and pilots.

Shot primarily at Shirburn Castle in Oxfordshire, the location served as the backdrop for the faithfully recreated First World War trenches, and Thomas’s workshop inspired by materials in the Burberry Archive. Replica gabardine tents, made at Burberry’s Castleford factory in Yorkshire, were created for the exploration scenes.

“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*

# THIS HOLIDAY SEASON AT BURBERRY

'The Tale of Thomas Burberry' premieres today, with shorter edits of the film appearing on Burberry's digital and social platforms, and across digital and cinema advertising. 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.

## THE CHARACTERS

### THOMAS BURBERRY



- Played by Irish actor Domhnall Gleeson.
- Seen from a reimagined childhood through to adulthood as Burberry founder and pioneer.
- Born in 1835, Thomas became an apprentice draper before establishing his eponymous company at the age of 21, initially specialising in outdoor attire. No. 20 Winchester Street, Basingstoke, was his first store location.
- Thomas Burberry invented the gabardine fabric, which is reflected in the film. Gabardine is at the heart of the trench coat story, which originally began as the Tielocken – a belted style without buttons – patented in 1912. The coat evolved over the years to serve the needs of the military, and has become the famous design we recognise today.
- Thomas Burberry died at the age of 90 in 1926.

### SARA



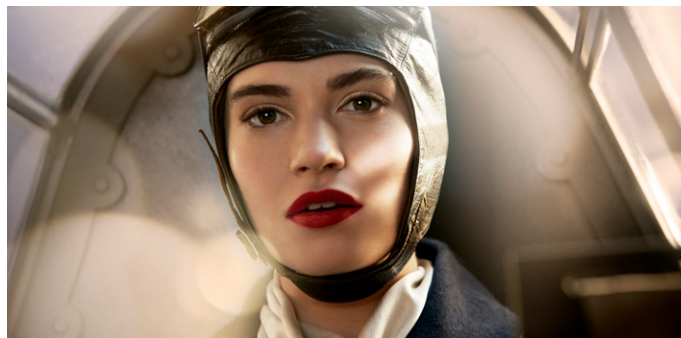
- Played by British actress Sienna Miller.
- Thomas's fictional first love and mother to his children.

### SIR ERNEST SHACKLETON



- Played by British actor Dominic West.
- Polar explorer and patron of Burberry.
- Burberry was the outfitter of choice for several polar explorers during the Heroic Age of Antarctic Exploration, including Sir Ernest Shackleton, who wore Burberry gabardine for three expeditions.
- Shackleton praised the reliability of the Burberry clothing he had worn and the high levels of protection it offered.
- 'The Tale of Thomas Burberry' focuses on Shackleton's ill-fated Endurance Expedition to the Antarctic in 1914, which he survived.

### BETTY DAWSON



- Played by British actress Lily James, who is the current face of the My Burberry fragrances.
- A female pilot, this fictional character is inspired by the real life achievements of Betty Kirby-Green, who completed a record-breaking round trip from England to Cape Town in 1937 in 'The Burberry' aeroplane, dressed in Burberry.
- In the early twentieth century, the pioneering decades of flight, Burberry dressed pilots in gabardine.



## BEHIND THE SCENES



### THE CREW

- Director – Asif Kapadia (Academy Award-winning director of ‘Amy’, and BAFTA Award winner of ‘Amy’, ‘Senna’, ‘The Warrior’.)
- Screenwriter – Matt Charman (Academy Award-nominated screenwriter of ‘Bridge of Spies’)
- Director of Photography – Dion Beebe (Academy Award-winning cinematographer, ‘Memoirs of a Geisha’, and BAFTA Award winner of ‘Memoirs of a Geisha’, ‘Collateral’.)
- Hair and make-up – Jenny Shircore (Academy Award-winning make-up artist of ‘Elizabeth’, and BAFTA Award winner of ‘Elizabeth’, ‘The Young Victoria’) using Burberry make-up.
- Costumes – the Burberry design team.

### LOCATION

- The film was shot at Shirburn Castle in Oxfordshire, England.
- One day was spent filming in a studio in London.
- Sets from the film, including Thomas’s workshop, were inspired by archive materials.

### MUSIC

- ‘Diminuendo’, performed by Lawless and ‘Take You There’, performed by Weyes Blood, are both featured in ‘The Tale of Thomas Burberry’, and available to purchase on iTunes.

### WARDROBE

- The cast is dressed in Burberry, in a mixture of custom-made products designed especially for the film, replicas of pieces from the Burberry Heritage Archive and designs from the brand’s current collection, including the [Heritage Trench Coat](#) and [The Bridle Bag](#).
- A large proportion of the costumes worn in the film have been custom made.
- The blue flying suit worn by Lily James is based on images from the Burberry Heritage Archive of pilot Betty Kirby-Green, who flew in ‘The Burberry’ aeroplane in 1937.

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## ABOUT BURBERRY

- Established in 1856, Burberry is a global British luxury brand with a heritage of innovation, craftsmanship and design.
  - The Burberry business comprises five divisions: menswear, womenswear, childrenswear, 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](http://www.burberry.com) for further information.