

APPAREL AND ACCESSORIES

# Updated Burberry Check appears in new childrenswear campaign

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*London-based photographer Rosie Marks shoots winter styles for girls, boys and babies. Image credit: Burberry*

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By AMIRAH KEATON

British fashion label **Burberry** is promoting styles for boys, girls and babies.

Set in the countryside of Oxfordshire, England, a new campaign tells “a story of childhood adventure,” uplifting the brand’s latest winter collection for kids. The launch debuts a novel print called “duckstooth” and integrates options from Burberry Classics, a selection of curated wardrobe essentials that reimagine house codes on everyday clothes, as seen on the cast of little ones.

## Childrenswear by Burberry

Knitwear dotted with motifs inspired by wildlife is brought to life by London-based photographer Rosie Marks, who captures young models sporting cardigans, jumpers and wool dresses.

Burberry’s rollout also involves a range of graphic t-shirts and accessories that depict common British birds, such as swans and ducks, connecting the present-day collection to the archives by recalling an emblem that holds weight within a geographical context.



*Ready-to-wear features swans and ducks in a nod to common British wildlife and archival emblems. Image credit: Burberry*

Burberry's collaborator applies her creative touch to the outdoor scenes. Through her work, the 30-year-old typically aims to document the daily lives of her subjects in a candid, undisturbed light.

Conceptually, this approach aligns with Burberry Classics; introduced back in March 2024 ([see story](#)), the special line of merchandise places symbols such as its Equestrian Knight front and center, while remixing other staples.



*Burberry's collaborator applies her creative touch to the outdoor scenes. Image credit: Burberry*

For instance, the winter assortment on display in campaign imagery features a Burberry Check that is "cut on the bias and updated in sand and lichen colorways," flipping the iconic British design in a manner that could appeal to new audiences.

A next-gen sustainability mission backs Burberry Classics, making clear the purpose of its strategic inclusion in this most recent children's release.

"With the launch of Burberry Classics, we are bringing the full ReBurberry program of products, plastic-free packaging and circular services to life across our brand and digital experiences," said Giorgio Belloli, chief digital, customer and innovation officer, in a statement.

"In doing so, we are encouraging our customers to make more informed choices and helping them enjoy their Burberry pieces for longer," Mr. Belloli said. "This is just the beginning and I'm excited for what's to come for ReBurberry in the world of modern British luxury."