

Riccardo Tisci's art direction and impact through diversity 2018-Present

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Burberry History

Early beginnings

Founded in the UK around 1856, Thomas Burberry founded Burberry. They were originally known for their trench coats being used by soldiers. They're also known for experimental fabric technology. Their previous logo was in slab serif font and depicted an illustration of an equestrian with Latin words accompanying it.

2018- Present

In March 2018, Riccardo Tisci became the new Chief Creative Director for womenswear and is the successor to Christopher Bailey. He is known for being Givenchy's Creative Director from 2005-2017. After his involvement in Burberry, the brand sales rose as a result of his rebranding initiative. He is also known for designing the covers of albums for Joy Division.

Changing Fashion



New moves

Once Tisci was the new creative director, he decided to rebrand Burberry. This included a complete makeover from the iconic logo, advertising, and even the message of the brand

The logo changed from an illustrative and serif font to a minimalistic and clean cut logo that relied on the brand's iconicness. This move is also seen in other luxury brands such as Celine, Gucci, Prada, and Hermes. This relates to McLuhan's reading because the past logos have lost their effectiveness and their message might've changed since they were founded



Photo credit Burberry

YVES SAINT LAURENT	→	SAINT LAURENT
BALENCIAGA	→	BALENCIAGA
BURBERRY <i>London, England</i>	→	BURBERRY LONDON ENGLAND
Berluti Paris	→	BERLUTI PARIS
BALMAIN PARIS	→	BALMAIN PARIS



Changing Fashion

New moves cont.

Mcluhan writes “For it is not till the electric light is used to spell out some brand name that it is noticed as a medium. Then it is not the light but the content that is noticed.” The design was probably lost in translation to the newer generations of consumers and to gain their attention, big companies had to revamp their brands to fit in the 21st century.





Photo credit Burberry

Target Demographic

Burberry as a company decided to rebrand as a shift in the world was happening. The company and previous director decided to gain a fresh new lens on what it means to be British and hired Tisci an Italian born designer.

Post Brexit, Tisci recalls in an interview with Vogue UK “For me, Britishness is an attitude, a strength, a confidence and a freedom.”

Here he is allowed to be more experimental and being foreign born, he has an advantage to create more out of the box styles for Burberry.

Diversity and inclusion

Diversity and inclusion have been on everybody's radars. The rise of social media has opened doors for people who otherwise not be known about. For many people of color, their only representation are their communities. Because of systemic racism many of us are not afforded the same opportunities as others. In the world of high fashion and modelling in the 80's up until the early 2000's many black models were not hired.

Generation X and Millennials are diverse from race, religion, and economic class, and they are vocal for the need of representation. Now there are many advertisements featuring people of color, people of different genders, religions, and backgrounds. Fashion no longer is a monolith.



Diversity and inclusion

This advertisement on the right depicts three women modeling clothes and accessories. Observing this photo with Barthes *Rhetoric of the Image* in mind we are allowed to inspect further than the surface. The three are fashioned in a similar look but upon further inspection, they are very different. The hairstyles are the same, but not the hair colors, the outfits are in the same color scheme, but they are all wearing different garments. The women are all standing but, their poses all say something else.

Barthes recognizes that in advertising, every decision is purposeful. The models are all here to represent someone whether it be redheads, women in their 20's-30's, or Asian women. The advertisement also features very little copy and treats this ad as if it were a high art photograph. The space they decided to shoot in tells a story, that these women live life lavishly and you too can live like them if you commit to buying from Burberry.

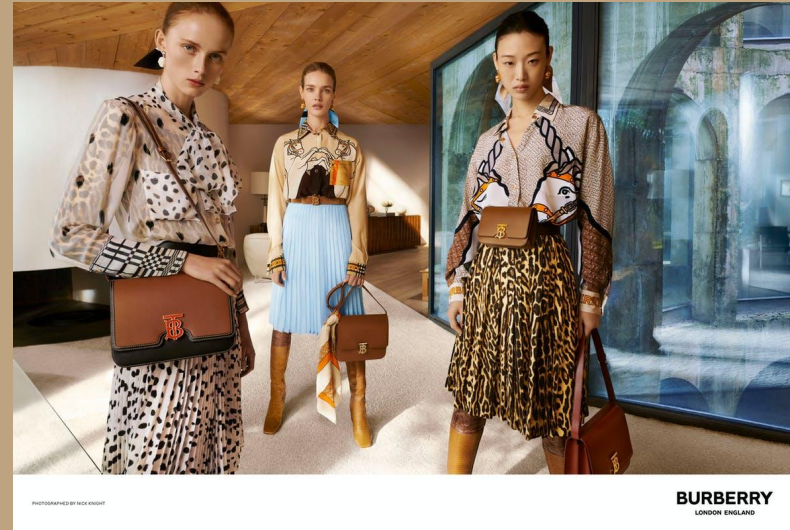


Photo credit Burberry

Diversity and inclusion

Class and identity have played a large part in the success of luxury brands. Tisci's first campaign at Burberry (S/S '19) he purposefully had a diverse team to help him truly understand the breadth of the fashion house (*L'Officiel* 2019). In *Trend Mechanisms in Contemporary Fashion* a reading by Maria Mackinney-Valentin, she describes the idea that in fashion, the market relies on the exchange of goods and they then need to become more creative and attractive. They achieve this by finding the balance between making it novel and also well liked.

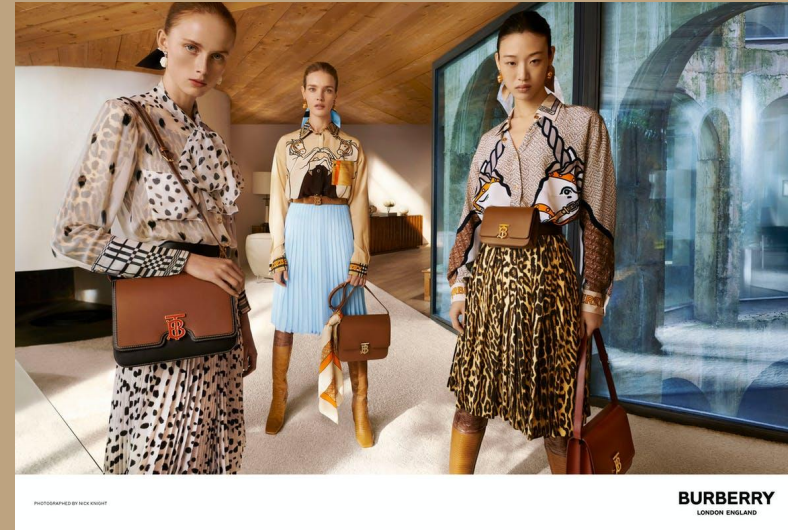


Photo credit Burberry

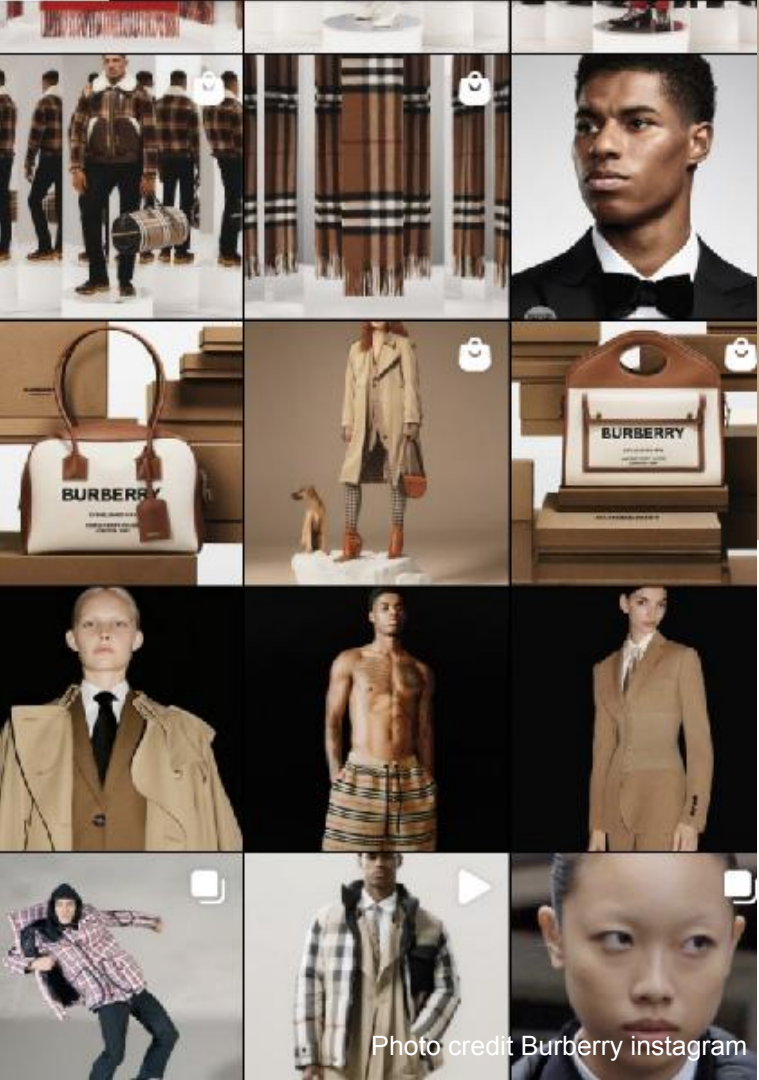
Advertising a lifestyle

The marketing for luxury brands has changed since Millennials started being catered towards. Since Millennials are making less than previous generations and are subjected to paying more for things like college tuition and rent, there's a sense of escapism we indulge ourselves in. Social media has also made things like buying the latest sneakers or waiting in line for hours to get a limited edition t shirt the norm.

Brands like Burberry and Gucci have geared their advertising campaigns to a certain lifestyle we all want to achieve. Being rich, happy, and beautiful is the goal and having famous celebrities wearing your clothing in their music videos and day to day life, such as FKA Twigs, a musician and Yeri, a Korean artist, we get the message.



Photo credit Burberry instagram



Summary

Through Tisci's work at Burberry, he has changed how long standing high fashion brands function. He understands that diversity is important especially now and that every choice is intentional. There is always a coded and noncoded message that the audience will read

To become popular and successful, there needs to be an exchange and openness that takes place with the designer and consumer. In this day and age especially with social media, we have the power to demand more from those there to help us, as they have the power to create things for us.

Thank You

“The saying ‘clothes make the man’ holds to certain extent even for intelligent people. To be sure, the Russian proverb says: “One receives the guest according to his clothes, and sees him to the door according to his understanding’. But understanding still cannot prevent the impression that a well-dressed person makes.”

Immanuel Kant

