Burberry has unveiled its new women's fragrance 'My Burberry Black', alongside a campaign starring British actress Lily James.

Inspired by the UK fashion house's black Heritage Trench Coat, the scent is a sensual interpretation of the existing fragrance 'My Burberry', created by Chief Creative and Chief Executive Officer Christopher Bailey in collaboration with the perfumer Francis Kurkdjian.

The sultry campaign, which is James' first for the brand, sees the actress shot by Mario Testino against the background of a sizzling, stormy London in the summer. The campaign video shows the "Downton Abbey" and "Cinderella" star shaking off the city rain and stripping off for the camera, to the soundtrack of "I Put a Spell on You" by the British singer Duffy.

The fragrance, which was designed to bottle "the sensual elements of a black Burberry trench coat against bare skin," combines notes of sun-drenched jasmine flower and peach nectar with a signature rose heart note. Base notes of amber patchouli finish off the scent.

An amber-coloured glass bottle references the details of the black Burberry Heritage Trench Coat, with a dark horn-finish cap echoing the coat's buttons and a hand-tied black English-woven gabardine knot paying homage to the brand's signature weatherproof fabric. Customers will be able to personalise the bottles with up to three initials through the monogramming service available on Burberry.com and in selected stores.

My Burberry Black is now available in 90ml for $125, 50ml for $95 and 30ml for $72. See Burberry.com for more information.
Lily James stars for My Burberry Black