

INTERNET

Burberry makes fashion show livestream interactive with commerce

September 15, 2014



Burberry women's wearspring/summer 2015 runway show image

By STAFF REPORTS

British fashion label Burberry is letting consumers purchase pieces from its runway show immediately after the livestream on Sept. 15 at 8 a.m. EST.

Sign up now

Luxury Daily

In addition to being able to buy certain apparel and accessories from the spring/summer 2015 collection online following the show, consumers can use Twitter for the first time to purchase special nail polish collections from the brand. For label loyalists, being able to own items directly from the show will appeal.

Watch and buy

Before the show, Burberry will have a live feed from the Kensington Gardens venue, giving consumers backstage access.

Embedded Video: [//assets.static.burberry.com/shows/syndicate/womenswear-ss15/syn-frame.html?language=en&country=gb&messaging=true](http://assets.static.burberry.com/shows/syndicate/womenswear-ss15/syn-frame.html?language=en&country=gb&messaging=true)

Burberry is among the first brands to take advantage of Twitter's latest "In Tweet Purchasing" program.

The brand will introduce its first tweet that will be tweet purchasing-enabled during its

Burberry Prorsum women's wear show. Instead of the fashions seen during the show, the tweet will enable consumers to purchase the nail polishes worn by the models.

The Runway nail polish shades will be exclusive to Twitter and will be limited-edition after the show's completion through Burberry's Runway Made to Order initiative ([see story](#)).

Along with the nail polish, consumers can purchase select clothing and accessories seen in the show until Sept. 29. These items can be personalized with the consumer's name or initials as part of a made to order service following the runway show.



Example of customization

Burberry has included a similar "Shop the Runway" feature for other shows, including its menswear fall/winter 2014 collection ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.