

INTERNET

## Burberry ties fragrance to fashion through capsule collection

October 6, 2014



*My Burberry bottle*

---

By SARAH JONES

British fashion label Burberry is celebrating the launch of its My Burberry fragrance with a collection of apparel and accessories inspired by the scent.

[Sign up now](#)

**Luxury Daily**

The 28 pieces in the line, which includes sunglasses, outerwear and handbags, reflect the Champagne color of the bottle's bow. Since My Burberry was inspired by the house's iconic trench coat, making the full circle link between fragrance and fashion will further drive home this message.

"I see the fragrance as just one piece of the trench-inspired My Burberry collection," said Jordan Phillips, New York-based author of ["The Lure of Luxe."](#)

"Clearly, the brand's iconic piece is the classic tan trench coat, and this collection really plays upon that in an overt way," she said.

Ms. Phillips is not affiliated with Burberry, but agreed to comment as an industry expert.

**Burberry** did not respond by press deadline.

Product extension

The My Burberry fragrance is inspired by a London garden after the rain, but the brand managed to weave the brand's iconic trench coat into the campaign. My Burberry was named after the affection of many Burberry trench coat owners who refer to their coat as "My Burberry."

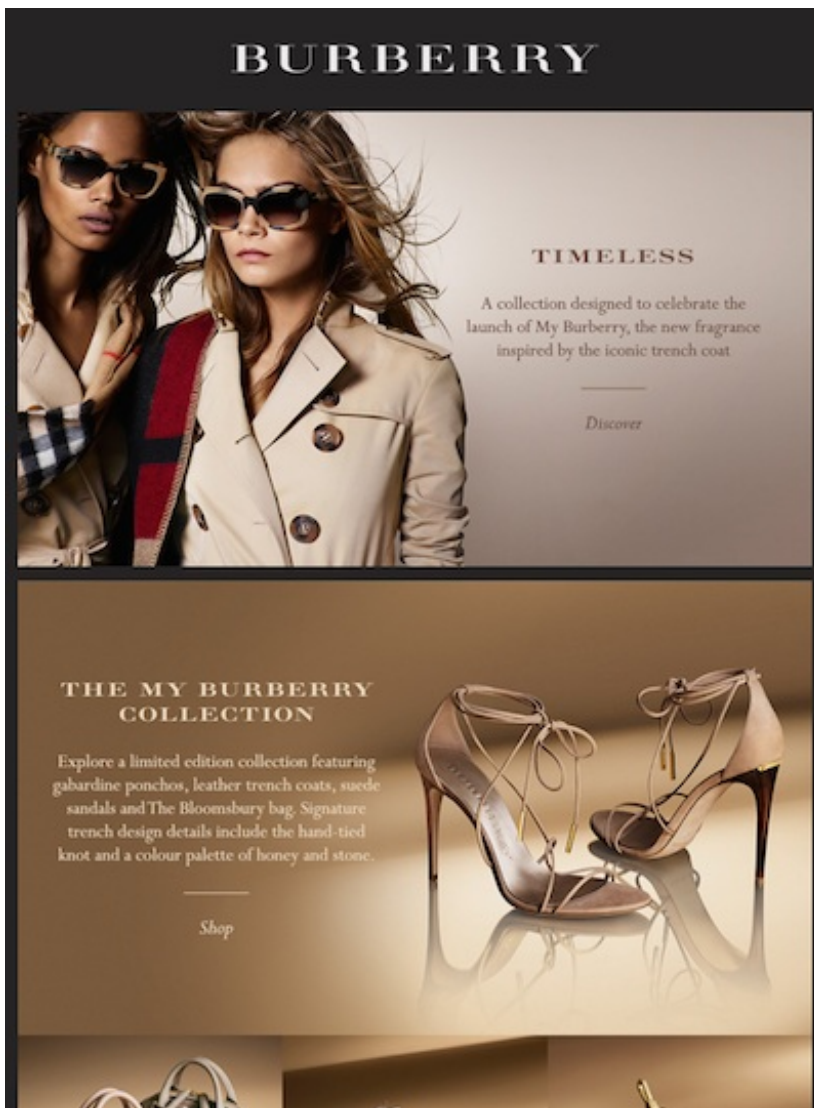
This campaign, which shows Kate Moss and Cara Delevingne sitting on an oversized perfume bottle in trench coats, was the first to feature the two models together in a campaign, creating a buzz surrounding this new fragrance ([see story](#)).



*My Burberry campaign image*

Burberry introduced its My Burberry companion collection with an email sent to its newsletter subscribers.

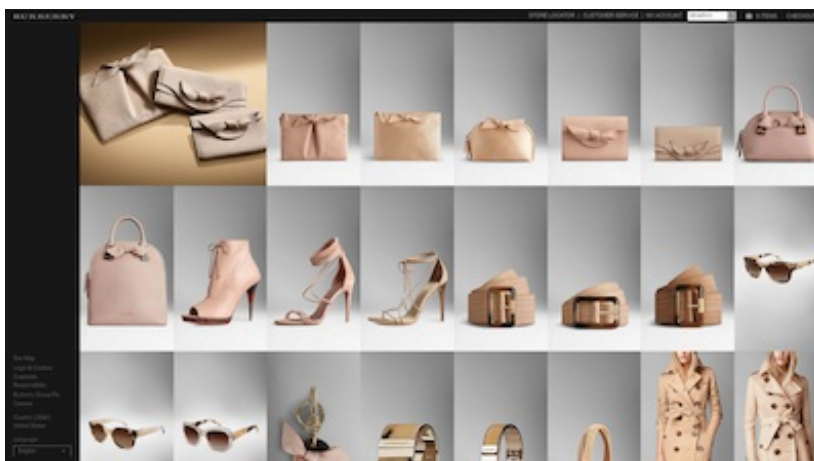
In the body of the email, consumers are greeted with an image from the fall/winter 2014 campaign, which shows models Malaika Firth and Ms. Delevingne in trench coats and sunglasses from the My Burberry collection. Next to the photo, consumers are invited to discover the "timeless" line inspired by the perfume.



*Email from Burberry*

Below are product images of items from the collection, with a call-to-action to shop.

While the text differs, both links take consumers to the My Burberry section on the brand's new arrivals ecommerce page. Here, they can browse and purchase items ranging in price from \$150 for a leather bracelet to \$19,000 for a mink trench coat.



*Burberry ecommerce site*

For entry-level consumers who typically only shop Burberry for beauty products, the lower-priced accessories may spur their first non-beauty purchase, while established Burberry

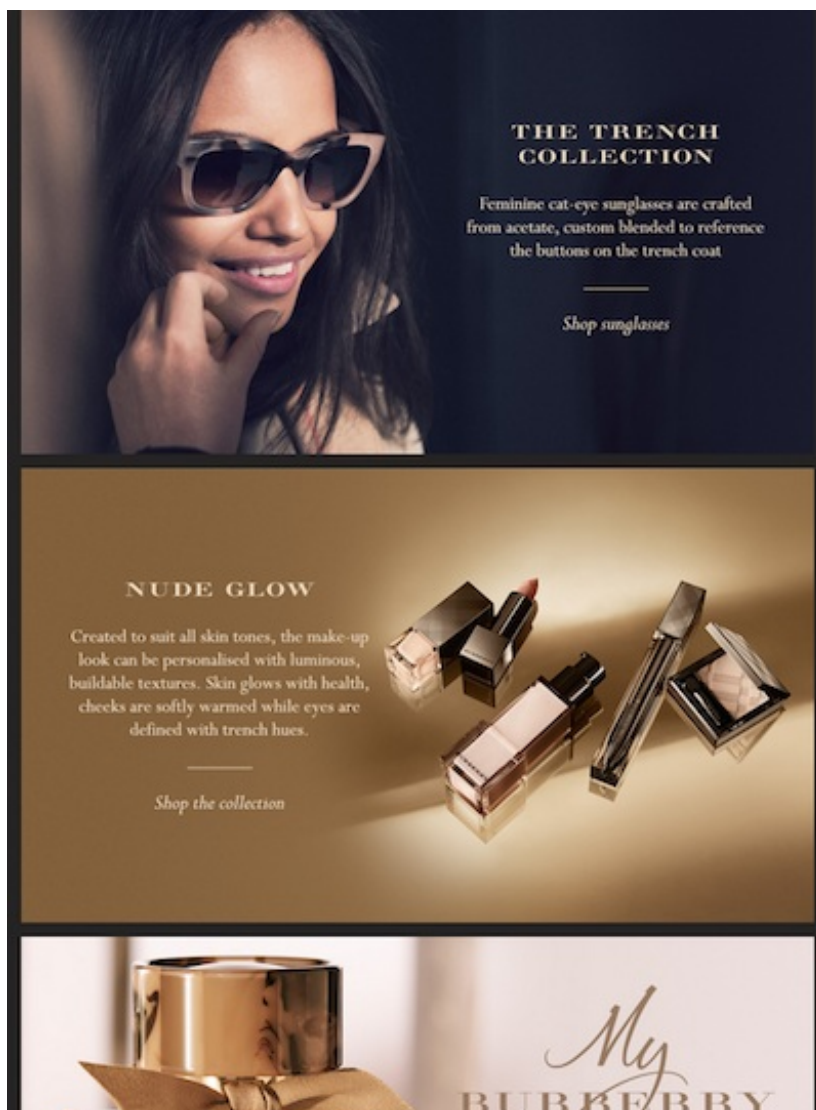
shoppers will be drawn to this collection for the novelty.

Each individual product page for the My Burberry collection includes a note at the top of the description telling consumers that the item was made specifically for the launch of the fragrance. Consumers browsing the site for new apparel and accessories will therefore be reminded of the new scent, and potentially check out the perfume online.

These items also appear often as suggested products on the My Burberry ecommerce page.

From the email, consumers can also click-through to view the entire trench sunglasses collection, some of which are part of the My Burberry line.

At the bottom of the email, Burberry includes links to shop the Nude Glow beauty look and the My Burberry fragrance itself.



### *Email from Burberry*

#### Connecting the dots

Fashion labels frequently tie their scents to their garments to explain the connection between the two facets of their business.

French design house Givenchy has crafted a narrative for the launch of its latest scent, Dahlia Divin, to give the fragrance a context.

Givenchy's social video, which stars singer Alicia Keys, combines the brand's couture fashions with the fragrance to lend support to the lifestyle affiliated with Dahlia Divin. Due to the nature of fragrances, marketers often look to storytelling to better interpret the feelings associated with a scent ([see story](#)).

However, this connection is typically not made as literally as Burberry's effort.

Compared with other fashion houses, which license their name for use on a fragrance, Burberry develops its beauty lines in-house, allowing it to create even more cohesion between facets of its company.

"I think that this collection is meant for clients who may already own and love a Burberry trench, and this collection is a reason for them to come back for more," Ms. Phillips said.

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/PieDxxsRoEU](https://www.youtube.com/embed/PieDxxsRoEU)

---

© Napean LLC. All rights reserved.

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