

INTERNET

## Burberry fetes store opening with iPhone photography

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*Burberry Art of the Trench photo with costume designer Jacqui Getty*

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By SARAH JONES

British fashion label Burberry is celebrating the opening of its new Beverly Hills store with the first Los Angeles-based feature for its Art of the Trench social media campaign.

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Burberry had photographers capture both emerging and established talent in Los Angeles wearing its iconic trench coat using iPhones. These photos can be viewed across Burberry's social media accounts, spreading word of the store opening indirectly through the portraits.

"One of the things that strikes me about the 'Art of the Trench' is the way they feature not only people well known in and about Los Angeles, but the city itself," said Dave Rodgerson, a retail business development executive at [Microsoft Canada](#), Toronto.

"Each of the photographs captures the fashions being worn in very casual, non-posed scenes," he said. "It's so easy to picture yourself sporting these coats throughout the city emulating the lifestyles of the celebrities in these images."

Mr. Rodgerson is not affiliated with Burberry, but agreed to comment as an industry expert.

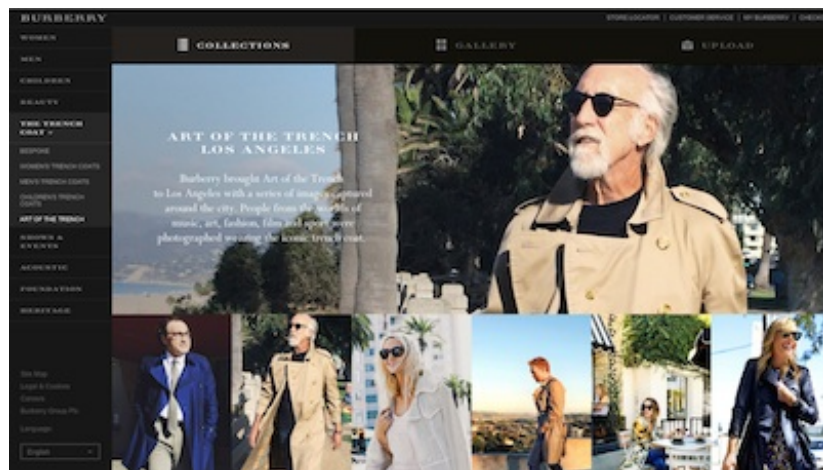
Burberry did not respond by press deadline.

## Social network

Burberry's Art of the Trench project was started in November 2009. What first began as a microsite expanded to Tumblr, as well as other platforms in the following years.

For this opening, Burberry chose to focus on the city's talents in music, arts, fashion, film and sports.

Representing the range of emerging to established figures, BAFTA chairman Nigel Daly is featured in the same gallery as actresses Katie Nehra and Nathalie Love.



*Screenshot of Burberry's Art of the Trench Los Angeles gallery*

Fashion editors Zanna Roberts Rassi from Marie Claire and WhoWhatWear's Katherine Power and Hillary Kerr were all photographed in updated versions of the staple, with handpainted flowers or a cutout design.

These photos can be viewed on Burberry's Twitter, Facebook, Instagram, VSCO Grid, YouTube, Pinterest and Sino Weibo accounts, as well as on its Tumblr page and Art of the Trench microsite.

Embedded Video: [//www.youtube.com/embed/BTMmm9EGhbg](https://www.youtube.com/embed/BTMmm9EGhbg)

## *Burberry Celebrates - Art of the Trench in Los Angeles*

Also to celebrate the store, Burberry CEO and chief creative Christopher Bailey unveiled a Walk of Style plaque, which commemorates the brand's relationship to entertainment.

Burberry's Beverly Hills flagship store also pays homage to the Hollywood community. The building overlooks the Hollywood Hills and Los Angeles with 40 floor-to-ceiling windows.



*Exterior of Burberry's Rodeo Drive flagship*

Adhering to Burberry's "Retail Theatre" concept, the store includes 10 video screens and 130 speakers, creating an audiovisual experience for shoppers.

Like other recent openings from the brand, this store includes mobile checkout. For further technological service, Burberry's sales associates will be able to use a Customer 1-2-1 platform to access information about a shopper's preferences and past purchases.



*Interior of Burberry's Rodeo Drive flagship*

Also appealing to its VIP clientele, Burberry's flagship includes a penthouse on the top floor, with a private entrance. Equipped with a fitting room, staffed pantry, bathroom and dressing room, the suite also has access to a rooftop garden.



*Burberry Rodeo Drive private suite*

A digital screen and audio in the penthouse can be controlled separately from the space. In addition to customer interaction, Burberry plans for the space to be used for events.

### Mobile focus

British fashion house Burberry is partnering with Apple to showcase its upcoming spring/summer 2014 collections through images and video captured on the new iPhone 5S.

Leading up to Burberry's spring/summer show Sept. 16, the brand has been posting images and videos from the iSight camera on the iPhone 5S. Burberry is likely to see an increased interest in its spring/summer show due to its partnership with Apple during the hype of a new iPhone release ([see story](#)).

The British fashion house celebrated the opening of its Chicago flagship store with a physically- and digitally-immersive event that showcased weather and city residents.

Burberry's event Nov. 29 2013 showcased Art of the Trench images featuring Chicagoans wearing the brand's iconic trench coats. The images were shown in the store, around the city and across the brand's social media ([see story](#)).

For Burberry, this campaign will help to launch the store through product desire.

"While the photographs are very professional, they capture a very relaxed moment that's easy to relate to," Mr. Rodgeron said. "It's certainly this kind of content that finds its way onto a social site like Instagram.

"Where I see this content heading though are the pages of Pinterest," he said. "Sites of that nature are quickly becoming poised to monetize themselves becoming a virtual mall where products like this are showcased for fans of the brand.

"Today we're seeing a number of people, especially young women, who host 'shopping haul' videos where they demonstrate and comment on products that have caught their attention. This has become such a popular trend that many brands seek out the 'haul hosts,' many of whom have millions of followers, to promote their products.

"It won't be long before brands like Burberry seek out shopping curators who host pages on Pinterest where the merchandise can be sold through. It works especially well for fashions that lend themselves to a catalog format like Pinterest."

### Final Take

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

Embedded Video: [//www.youtube.com/embed/FOVLRVV8L0](http://www.youtube.com/embed/FOVLRVV8L0)