

INTERNET

Burberry teases runway show livestream with cinemagraphs

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Pre-show image for Burberry fall/winter 2015 runway

By STAFF REPORTS

British fashion label Burberry is boosting awareness for its fall/winter 2015 runway show livestream with a series of social videos.

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Taking a different approach, these videos are cinemagraphs, or still photos with one moving part, allowing one element to stand out, such as a handbag's fringe or details of a sketched shirt. Leading up to its runway show at 8 a.m. EST Monday, Feb. 23, these short moving pictures will likely help to pique consumer interest.

Building anticipation

Burberry's social media teasers were shared across its social media accounts. The films were kept short, allowing them to be published on Instagram.

One shows a bus driving across a bridge in London, with the words "Autumn Winter 2015" written in script in the forefront.

Another depicts a sketched trench coat being covered in colors and returning to a blank canvas repeatedly.

Facebook post from Burberry

A third shows a set of nail polish bottles, giving consumers a glimpse of the runway inspired beauty line they will soon be able to buy.

Immediately after the show, consumers will be able to buy some ready-to-wear and accessory items from the runway, personalizing them until March 9. This service has been available for a few seasons, shortening the wait between show and shopping ([see story](#)).

Embedded Video: [//assets.static.burberry.com/shows/syndicate/womenswear-aw15/syn-iframe.html?language=en&country=gb&messaging=true](https://assets.static.burberry.com/shows/syndicate/womenswear-aw15/syn-iframe.html?language=en&country=gb&messaging=true)

Burberry fall/winter 2015 runway livestream

For spring/summer 2015, Burberry expanded its Shop the Runway offerings. In addition to being able to buy certain apparel and accessories from the collection online following the show, consumers could 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 ([see story](#)).

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