

MOBILE

Fashion labels grant unfiltered runway show access through Periscope

June 16, 2015



Burberry spring/summer 2016 menswear show

By SARAH JONES

Live-streaming app Periscope is furthering brands' capabilities to immerse consumers in their runway shows, placing them in the front row regardless of where they are.

Sign up now

Luxury Daily

During London Collections: Men, labels including Burberry, dunhill and Belstaff brought consumers into the action with handheld live footage, making them feel a part of the event. This unfiltered access complements the social media mix of photos and video packages, and provides more instantaneous gratification for fans.

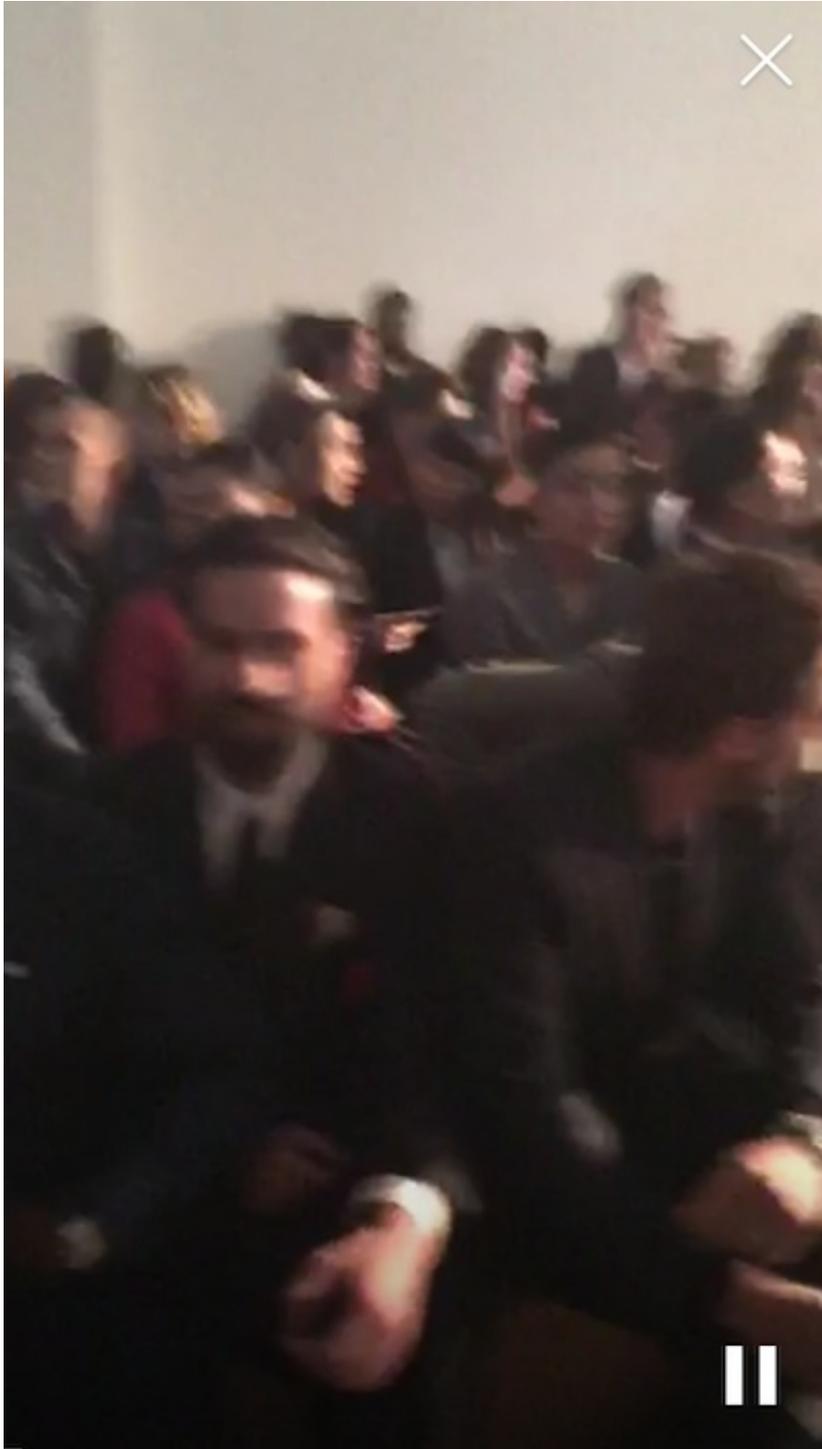
"Runway shows happen to have that fast paced format that works well with any live coverage tools, whether it's a quick Twitter update or a live stream via Periscope," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York. "The advantage of Periscope is that users can share their live moments without disrupting their own experience, unlike any other forms of social media that take away attention while posting."

Front row seat

While Twitter's Periscope has been used by a handful of brands for one-off events, such as Burberry's show at Los Angeles' Griffith Observatory ([see story](#)), this is the first time it

is being used more widely during fashion week.

Dunhill's Periscope from its June 14 runway show was narrated, with the man operating the camera speaking directly to the audience, asking those tuning in to share where they were watching from via comments and responding to requests for content. In conversational language, he takes them past the front row VIPs, sharing who they are and asking for shout outs to the viewership.



Screenshot of dunhill on Periscope

Giving the full feeling of a show attendee, the operator moves through the crowd of PR representatives and guests milling about.

Once the runway show started, the footage seemed a more genuine depiction of the show goer experience, with a view from the seats and ambient noise left in. Those watching

from their phones chimed in with comments on the clothing and likes.

Belstaff's collection was a presentation rather than runway show, so the photographer walked up to the models to give the viewer at home a close-up image of their ensembles. With a theme of "Desert Explorers," a nod to the brand's history of clothing the British armed forces, the models were posed against a sandy backdrop.



Screenshot of Belstaff Periscope

While dunhill and Belstaff republished their Periscope footage for viewers to return to, Burberry kept it to a literal live stream. The fleeting nature of Periscope, with most posts expiring within 24 hours, creates an aura of exclusivity surrounding the social media content.

This also makes other platforms important to create a more lasting impression that

consumers can go back to.

In addition to Periscope, Burberry used Snapchat to set the scene, following the models as they arrived the backstage hair and makeup process and the runway show itself followed by the after-show live entertainment.



Snap from Burberry

A Vine created by the brand recounts the entire runway show in six seconds. Burberry also shared a stream of still photos to various platforms to tell the story for those who have not yet downloaded Periscope or Snapchat.

"While Periscope is a great tool for guests to easily broadcast their private experience without any complex technologies or added costs, it doesn't offer any significant advantage to a fashion brand that decides to stream their runway via the app versus other

channels, just like they've done in the past," Ms. Ziv said.

"The Periscope audience is still in the early adopter phase and doesn't necessarily provide greater additional distribution channel," she said. "However innovative brands like Burberry have been known for being first to experiment with new technologies, and at this point it is an inherited part of their brand DNA, so it's no surprise that Burberry has an early presence on any new platform that is about to take on mainstream."

Social media mix

Social media and live-streaming have become a necessary part of a fashion brand's runway show strategy as consumers increasingly look for insider access.

Across platforms, brands found ways to bring their show to life in new ways, whether incorporating a photo trend or speaking directly to consumers during the show. With so many platforms to consider, brands have to choose what content to publish where to achieve the best results ([see story](#)).

Fashion brands embraced Snapchat during the fall/winter 2015 fashion season to give their consumers secret insider content, providing more access to the inner workings of putting on a runway show.

Michael Kors and Valentino were among the brands that took advantage of the application's ability to share fleeting glimpses of personal moments, inviting them into a form of community. Snapchat users tend to skew younger, opening up labels to a new generation of consumers ([see story](#)).

These new social channels might have more implications for user-generated content than

"Periscope is one of the tools that is going to make every person with a smart phone a live broadcaster, which is huge for newsworthy events," Ms. Ziv said. "However it doesn't offer much advantage when it comes to premium video quality only advanced live streaming equipment is able to produce at the moment.

"Fashion brands should be encouraging their followers to broadcast their own experience and create social conversations around them, but provide a separate premium quality live stream on their brand's Web site and other channels."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

© Napean LLC. All rights reserved.

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