

INTERNET

Burberry illuminates its signature beauty style for summer

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Burberry's Fresh Glow Luminous Fluid Base

By JEN KING

British fashion label Burberry is teaching consumers how to create its “signature fresh glow” through a beauty tutorial experienced within an email.

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Luxury Daily

Burberry presented its email campaign using a straightforward subject line, “The Burberry Fresh Glow tutorial,” which may have helped consumers disinterested in the beauty how-to avoid the email, thus saving time. Burberry, among many other fashion houses, produces a number of beauty tutorials that align with the seasons and fashion calendar to push cosmetics as well as a branded look.

"This email, as it is, works on a number of levels," said David Schwartz, CEO of [SOS Business Development Consulting](#), Los Angeles. "The video image is compelling and the video is short.

"Email design provides a story which leads to the sale. Those who click through are pre-qualified and motivated to buy," he said. "The only negatives are the video link and amount of image content which could be a problem clearing ISPs. I wouldn't be surprised if this email got a high soft bounce rate.

"In this case the email appears to be part of an overall marketing strategy rather than pushing close-outs, etc."

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

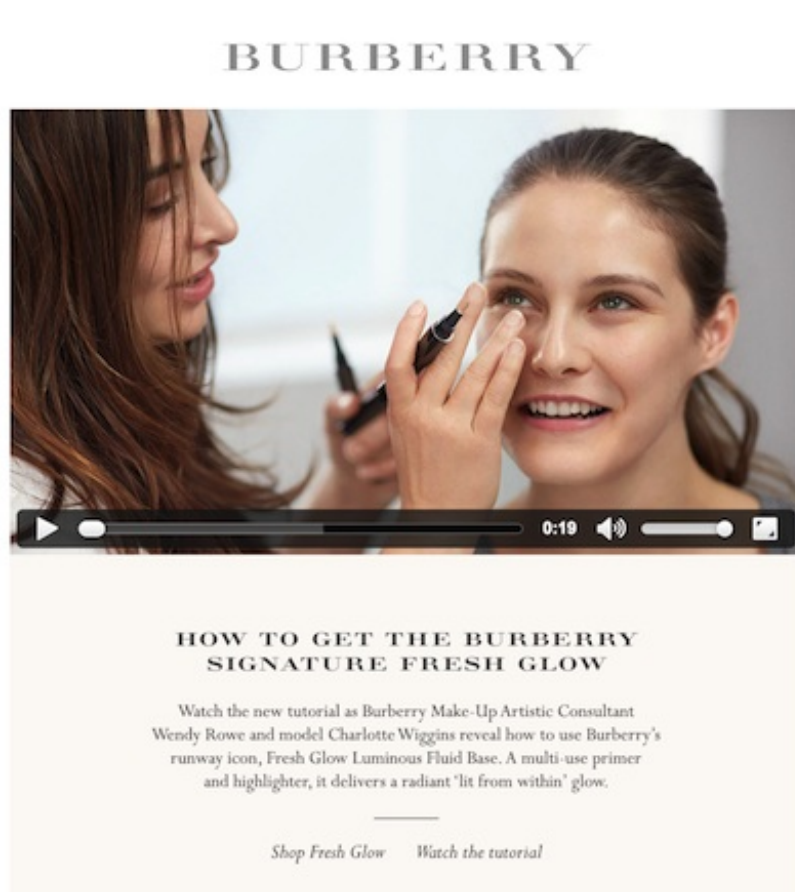
Burberry did not respond by press deadline.

You're glowing

The Burberry signature glow beauty tutorial offered many of the how-to steps before the click-through, helping consumers determine if the look is right for them. This may, however, deter consumers from following the path presented, causing them to abandon the campaign before making a purchase.

Burberry opened the email with a short 19-second tutorial. Text below explains that in the video clip Burberry makeup artist consultant Wendy Rowe uses the brand's Fresh Glow Luminous Fluid Base on model Charlotte Wiggins.

Referred to as a Burberry "runway icon" the product is used as a "multi-use primer and highlighter" to deliver a "radiant 'lit from within' glow."



Burberry's signature fresh glow email

Recently, brands such as Marc Jacobs Beauty and Estee Lauder have been sharing cosmetic compacts with shades to contour the user's face. Burberry is sidestepping the popular trend, and Kim Kardashian favorite, by embracing the more seasonally appropriate summer glow application process known as strobing.

Within the email, Burberry gives consumers two options: to shop the Fresh Glow

collection or watch the full tutorial. The full tutorial is nearly four minutes long and begins with Ms. Rowe speaking about the multi-use illuminator and Burberry's beauty philosophy.

The tutorial walks through both shades of the Fresh Glow Luminous Fluid Base, applied as a moisturizer for any skintone. As the tutorial continues Ms. Rowe shows how Burberry's other Fresh Glow products work to create a natural glowing look.

Embedded Video: <https://www.youtube.com/embed/wNnLQwjO9es>

Burberry makeup tutorial: How to get the Burberry signature fresh glow

Consumers who watch the full version of the tutorial can purchase the included products from links provided in the About section on Burberry's YouTube post.

Back within the email, Burberry provided "runway tips" emphasized in the tutorial. Again, these help consumers well-versed in beauty applications or pressed for time to have a general understanding of how to achieve the brand's signature fresh glow on their own.

These tips include how to apply on the skin, the product's mix use with an eyeshadow and areas to concentrate on to create a natural glow.

Teach me how to beauty

Beauty tutorials have become increasingly popular as digital has become further embedded in everyday communications. These help consumers see that high-end beauty looks and products are obtainable, and user-friendly.

For example, French beauty brand Guerlain showed off its Météorites products with a short instructional video that was shared with consumers online.

Guerlain's tagline encourages each consumer to "breathe and lighten up your day." Sharing an informative video that educates viewers on how to use the products is an effective way for Guerlain to maintain an intimate connection with consumers and provide them with assistance ([see story](#)).

These digital tutorials have also been brought to out of home displays that further personalize the brand-consumer experience.

For instance, Italian fashion brand Dolce & Gabbana is traversing the city of Milan in a beauty branded truck to promote its cosmetics collection.

Dolce & Gabbana's Beauty-on-the-Go rickshaw has been driving through Milan since May 16 to give passersby the opportunity to sample the fashion label's beauty offerings. The brand has been headquartered in Milan since its founding in 1985, and since the 2015 Milan Expo only just began, Dolce & Gabbana's initiative will benefit from the influx of tourists visiting the city ([see story](#)).

A compelling email campaign is only as good as the support consumers meet after the click-through.

"The email is effective to pre-qualify," Mr. Schwartz said. "Conversion on-site depends on other factors including pricing, value, trust, confidence and of course ease of navigation

and checkout."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/TeeA719G-Hs>

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