

INTERNET

Burberry catches consumers up on changing season with Signature bags messaging

August 13, 2015



Instagram image from Burberry featuring its Ashby bag

By SARAH JONES

British fashion label Burberry is putting the spotlight on a handful of its handbags in a series of dedicated email campaigns.

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Luxury Daily

Burberry's digital campaign, which spans its newsletter, social channels and Web site, introduce consumers to the Bucket Bag, Ashby, Banner and Clifton styles individually, giving each a unique personality and enabling consumers to find one that fits them. As consumers are restocking their wardrobes for the fall season, this effort might be cause for them to update their handbags in the process.

"Fall is the perfect time to introduce new products, especially as it marks the back-to-school and holiday shopping season," said Ivy Shtereva, senior marketing manager at [Yesmail](#), Chicago. "Using our [Market Intelligence tool](#), we found that the amount of emails sent and opened increased from July to August, symbolizing that retailers are ramping up campaign efforts and consumers are responding positively.

"While consumers might not have been paying attention to emails in the summer, our

findings indicate that consumers are more aware of brand communications leading into the fall season, which gives brands a perfect excuse to interact with consumers more frequently than they did over the summer months," she said. "An additional consideration is that the fall fashion season prompts a wardrobe—and even more so, accessory—refresh and the weeks leading up to the fall are the perfect time for fashion-forward communications."

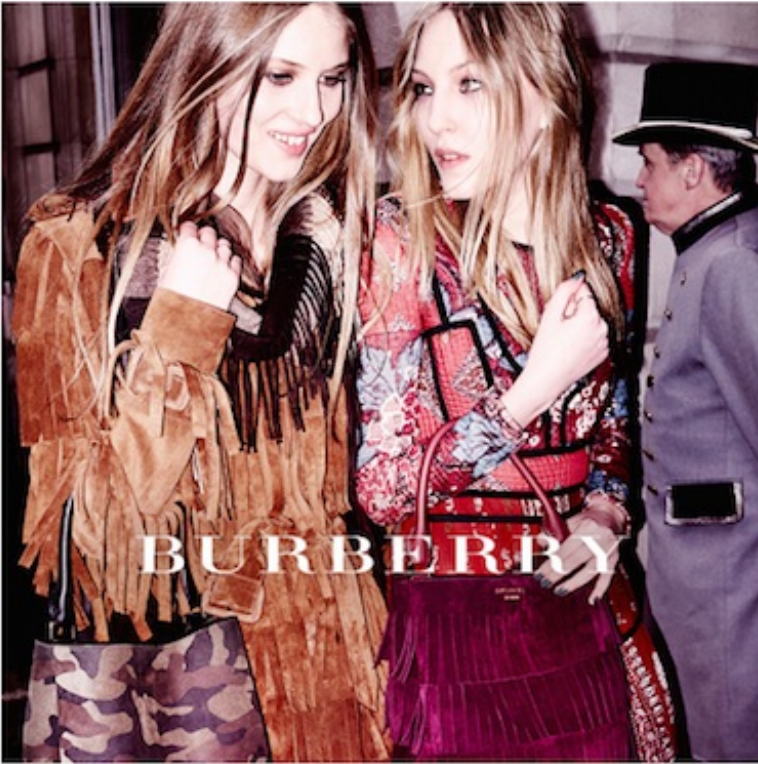
Ms. Shtereva is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry was unable to comment directly before press deadline.

Making an introduction

The four Signature bags included in the campaign pair heritage detailing and shapes with season-specific fabrications and colors.

Burberry began its handbag campaign by featuring its Bucket Bag on Aug. 6. The email tells consumers that the bag, introduced on the fall/winter 2015 runway, is now available in-stores and online.



**INTRODUCING
THE BUCKET BAG**

An icon on the runway and in our new A/W15 campaign, explore the free-spirited Burberry Bucket Bag. Choose yours from structured designs in colourful English suede and shearling, tiered fringing and eclectic animal and camouflage prints.

[The Bucket Bag](#) [All bags](#) [Runway clothing](#)



Email from Burberry

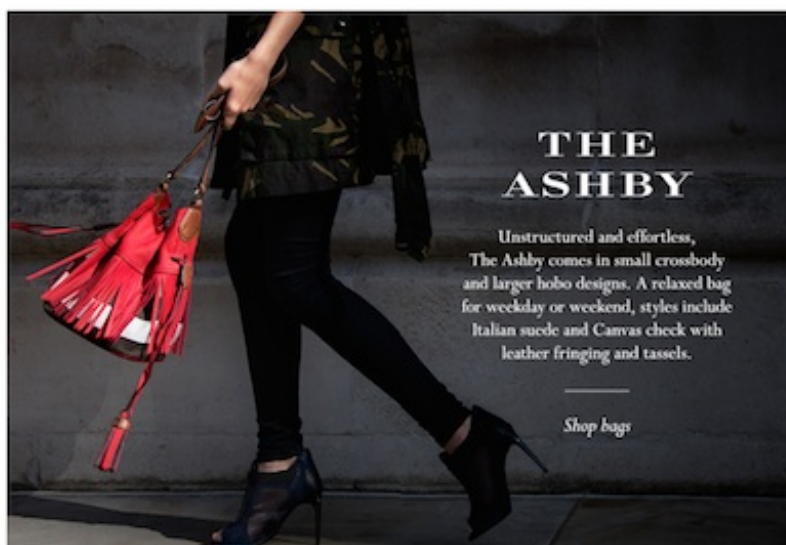
Before making it available globally, the brand hosted a pre-launch of the style in 12 select cities to drum up interest and attention ([see story](#)).

In the body of the email, Burberry includes an image from its advertising campaign, which shows models Ella Richards and Florence Kosky holding the accessory front and center as an accompaniment to their fringed and floral outfits. Copy tells consumers to “explore the free-spirited” bag, and they have the option of clicking through to a view dedicated Signature bags page or ready-to-wear garments from the corresponding runway show.

The following day, Burberry sent out a second email, this time focusing on its Ashby bag. Overlaid on an image of a model swinging a red fringed version of the hobo style, Burberry explains how it is a style ideal for casual days or the weekend. The call-to-action

for this effort is centered entirely on handbags.

BURBERRY



Email from Burberry

The next email, sent a couple of days later, arrived with the subject line “Signature bags: The Clifton.” Keeping consistency, and allowing consumers to spot the messages easily in their inboxes, each email aside from that for the Bucket bag uses this format for the subject line.

Inside the body, the focus is placed entirely on the bag with a close shot of three of the variations. Text outlines the buckles on the bag that mimic the closure on one of the brand’s trenches.

BURBERRY



THE CLIFTON

A refined leather tote bag with distinctive side buckles referencing the iconic trench coat. Available in three sizes, The Clifton is defined by signature grain and nubuck leathers in subtle block colours.

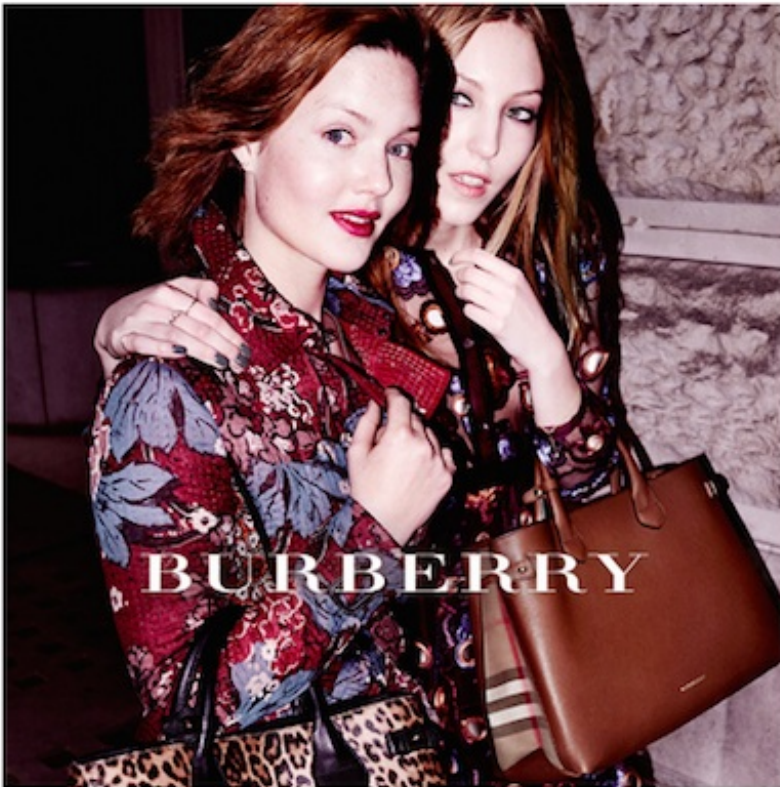
[Shop bags](#)



Email from Burberry

The Banner, an homage to Burberry's archival equestrian pieces, was singled out in the last email. Copy delved into the mix of materials seen in the style, which uses Italian leather and cotton check fabric woven in Britain.

In the campaign image included, one of the models holds an animal print option, one of the updated treatments to the style.



THE BANNER

Inspired by equestrian styles from our archive, the softly structured design relaxes into the ideal day bag. Side panels in cotton check are woven in England, contrasting with Italian leather. Runway-inspired suede and animal prints add newness to the collection.

[Shop bags](#)



Email from Burberry

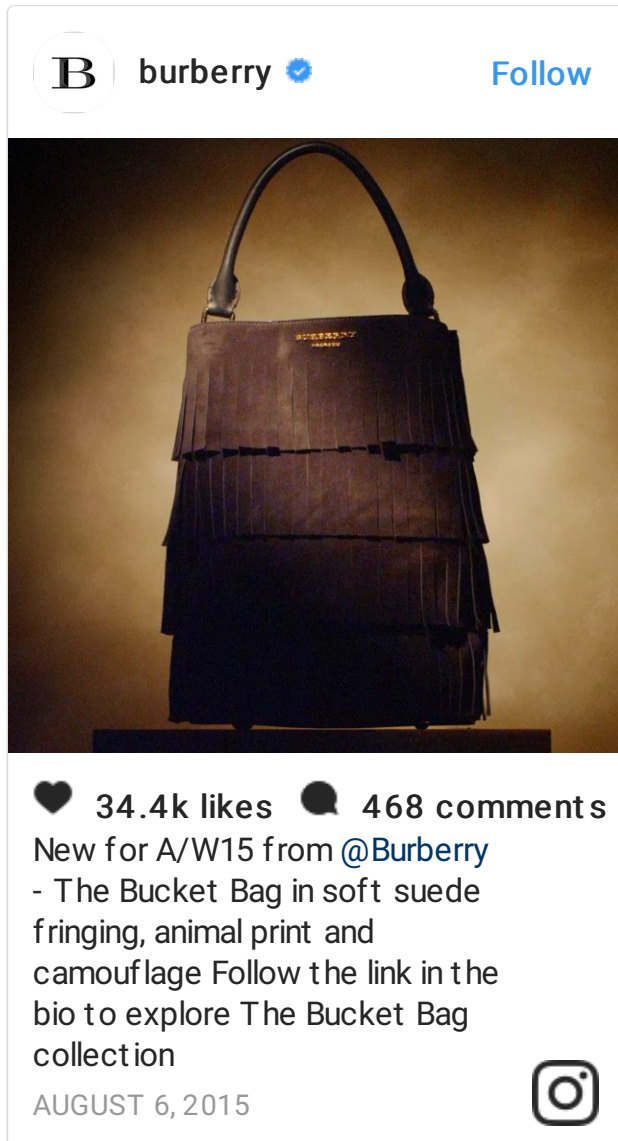
Running this multi-day campaign may make it more likely that newsletter subscribers will notice the efforts.

"While flooding consumers' inboxes might be seen as a risk for Burberry and other retailers, the decision to run a multi-day themed email series aligns with our **recent findings** – that while marketers are sending more email campaigns, they aren't seeing a decline in open rates," Ms. Shtereva said.

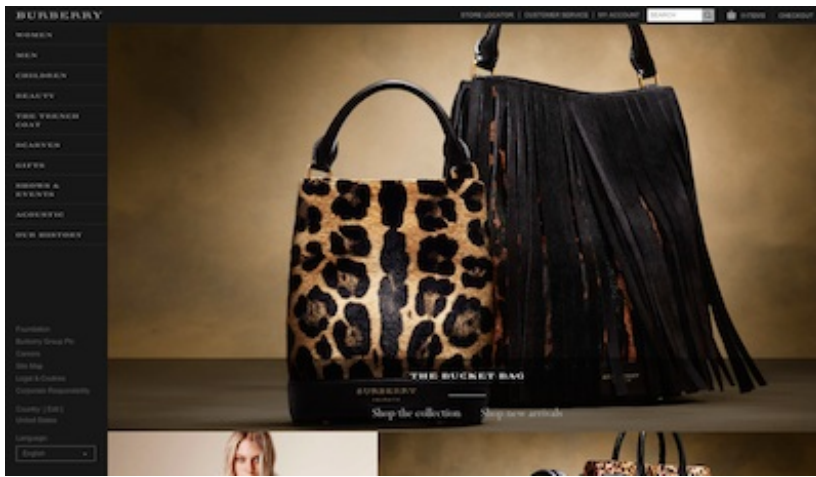
"For the Burberry email series, specifically, the mix of content and imagery likely intrigued consumers right off the bat and motivated them to click through Burberry's Web site," she said. "By sending a 'bag spotlight' email series, Burberry introduced consumers to new products and subtly emphasized the bag as a major fall fashion trend, a nice approach to their fashion-savvy target audience.

"When running a campaign similar to Burberry's, marketers must ensure that they are sending content with new information and a new highlight in each email campaign, otherwise they risk annoying customers and seeming irrelevant."

On social media, Burberry continues the campaign, sharing similar imagery and pointing consumers to its Web site with links.



Burberry's ecommerce site also places handbags front and center, with different styles taking up more than half of the homepage real estate. The Bucket Bag sits on top, making it one of the first things the consumer sees when she navigates to the site.



Screenshot of Burberry's Web site homepage during Signature bag campaign

Personality profile

Handbags campaigns are often most effective when brands give more perspective on the styling possibilities and image associated with the design.

French apparel and accessories house Chloé helped consumers choose the right handbag by assigning personalities to each style.

In a Web site feature, Chloé illustrated the type of girl that would want a particular bag with street style photos, celebrity shots and fashion editor input. While Chloé does not have its own ecommerce, each page linked to Net-A-Porter's shop for the brand, allowing customers to easily buy what they like online ([see story](#)).

Burberry's heritage is typically at the center of its email marketing, as the brand places the new merchandise it is promoting within a context of its fashion history.

For instance, the fashion house highlighted the craftsmanship behind its newest line of sunglasses with an email blast sent to subscribers.

The label created a collection of shades inspired by its iconic trench coat, and used imagery of both its trench coats and its sunglasses in the email campaign to connect the two lines in consumers' minds. By including photos of the eyewear being made with the images of the finished products in the email, Burberry was able to communicate its craftsmanship before the click-through ([see story](#)).

"Burberry's use of large imagery and a single product focus likely elicited good results for the brand but only if proper targeting was in place," Ms. Shtereva said. "The series clearly targeted women so sending exclusively to that segment is key for success.

"The emails did a good job of directing subscribers to the brand's Web site and incorporating social media," she said. "This kind of multichannel campaign typically does well with engaging consumers because it caters to different types of motivations – those who want to stay informed on latest fashion trends and accessories, those who want to buy them and those who want to pin/like/tweet about them.

"As a result and assuming gender-based segmentation was implemented, we can expect the email's click-through rates will be solid."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/W5yviY6NXqM>

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