

MOBILE

Burberry turns to Snapchat for runway show sneak peek

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Promotional image for Burberry's Snapchat Show

By STAFF REPORTS

British fashion label Burberry is teaming up with Snapchat to give the platform's users an exclusive first look at its spring/summer 2016 runway collection the night before it debuts.

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The first "Snapchat Show" will air on Sunday, Sept. 20 at 7 p.m. BST, showing the line as last-minute tweaks are being made at the house's design studio. Creating a layer of exclusivity, the preview will only be available for 24 hours following its airing, forcing interested consumers to tune in quickly.

Inside look

This runway show marks the first time the brand has used the Snapchat Live Story feature for its runway show coverage.

From 12 p.m. BST on the day of the show, Monday, Sept. 21, users can access a feed of posts from the crowd in attendance. Compiled by Snapchat, these images and videos will provide a look at all angles of the runway show, from backstage content to red carpet arrivals and model footage.

THE BOYS IN THE GARDEN



Burberry snap from menswear show

While Burberry has used its brand Snapchat account to document other events, such as the fete for its Beverly Hills store opening ([see story](#)), this represents a heightened use of the platform to share content with consumers.

Explaining the brand's affection for the platform's possibilities, Burberry CEO and chief creative Christopher Bailey said, "With Snapchat, Evan Spiegel has created a phenomenal platform that captures the spirit of a moment. We are excited to be working with him to launch the Burberry Snapchat Show allowing a unique, real time view of the creation of our show which will include an unprecedented collection premier hours before it hits the runway."

Burberry will still be live-streaming its runway show via its Web site.

Embedded Video: [//assets.static.burberry.com/shows/syndicate/womenswear-ss16/syndicate.html?language=en&country=gb&messaging=true](https://assets.static.burberry.com/shows/syndicate/womenswear-ss16/syndicate.html?language=en&country=gb&messaging=true)

During the event, singer Alison Moyet will perform alongside a 32-piece orchestra. This will be filmed and shared on Burberry's newly launched Apple Music channel.

British apparel and accessories brand Burberry announced that it is the first brand to launch a dedicated channel on Apple Music.

Music is an important element for Burberry, with the brand often streaming or hosting live performances within its stores and casting musicians in advertising campaigns. Now the brand will add another layer to its musical offerings with the creation of the Burberry Channel, found within the "Curators" section of Apple Music ([see story](#)).

This is not the first time Burberry has looked to be ahead of the crowd by teasing its runway shows in unconventional ways.

Taking a different approach for its fall/winter 2015 runway show, the label used social posts containing cinemagraphs, or still photos with one moving part, which allowed one element to stand out, such as a handbag's fringe or details of a sketched shirt ([see story](#)). In 2013, leading up to Burberry's spring/summer show, the brand posted images and videos from the iSight camera on the then-new iPhone 5S ([see story](#)).

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