

INTERNET

Burberry teaches introduction course on scarf tying via Web tutorials

October 21, 2015



Burberry Scarf Styling tutorial image

By STAFF REPORTS

British fashion house Burberry is ensuring its consumers are prepared for colder weather with a series of tutorials focusing solely on tying a scarf.

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Housed on YouTube and shared across the brand's social channels, "Scarf Styling" teaches consumers visually with short video clips of models layering, crossing and tying their own scarves. While a perennial classic, this enables Burberry to present scarves in a trendier light, showing that its iconic accessory is still modern.

Crash course

Burberry's tutorials were introduced on social media, with a short half-minute video showing all of the models in the campaign spinning, performing magic tricks and goofing around with different scarf styles.

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Introducing Scarf Styling from Burberry Discover new ways to style your Burberry scarf this season on YouTube: <http://brby.co/3k8>

Posted by **Burberry** on **Monday, October 19, 2015**

The label then directs consumers to YouTube for the entire set of videos.

Each of the videos only portrays the steps by demonstration, as the model slowly goes through the process. In the information section below the film, consumers who need further instruction can read step by step to perfect their technique.

Ideas include looping a scarf to look like a bandana and a tuxedo fold, in which one knot creates a long and lean scarf silhouette.

Burberry Scarf Styling Tutorial - The Tuxedo Fold

All of the videos link to Burberry's scarf bar, so that consumers can get the looks pictured, or find their own perfect fit.

Burberry is empowering consumers in its latest celebration of cashmere scarves with its new scarf bar.

The scarf bar, which can be accessed online and ordered for in-store pickup or with complimentary shipping, will offer consumers a selection of more than 100 colors across classic and lightweight cashmere as well as an option for monograms at an additional \$75. With a large variety of options for consumers and a video that showcases Burberry's materials and craftsmanship, the scarf bar provides positive reinforcement for the brand's image and will likely provide a boost in sales as loyal Burberry's consumers treat themselves or purchase a gift for a loved one with their initials ([see story](#)).

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