

TELEVISION

Burberry launches on Apple TV with menswear show live-stream

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Burberry menswear show finale

By STAFF REPORTS

British fashion label Burberry has launched an application for the Apple TV platform, the latest in a series of digital partnerships with the tech giant.

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To celebrate its Apple TV debut on Jan. 10, Burberry live-streamed its menswear show via its app, becoming the first fashion brand to broadcast its runway show in that manner. Burberry is commonly known in luxury as an early adopter of digital, and the brand continues to lay claim to its tech-savvy positioning with industry-first partnerships.

Home entertainment

Burberry's runway show was live-streamed on the Apple TV from 1 p.m. GMT.

Accompanying the models' walks was a live performance from Mercury Prize winner Benjamin Clementine.

While the runway show live-stream has become fairly standard in fashion, giving consumers the opportunity to easily view Burberry's event on a television rather than a desktop or mobile device may help to create a more immersive, streamlined watching experience.

Available from Jan. 10 was content including Burberry Acoustic music videos, beauty tutorials by Burberry makeup artistic consultant Wendy Rowecovering topics such as contouring and strobing or smokey eyes and runway show coverage, including the full live-streams of the spring menswear and women's wear collections and music edits.



Promotional image for Burberry on Apple TV

Burberry has been the first fashion player to adopt a number of technologies from Apple. Most recently, the label was 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](#)).

In 2013, the house partnered with Apple to showcase its spring/summer 2014 collections before they hit the runway through images and video captured on the new iPhone 5S. Leading up to Burberry's spring/summer show Sept. 16, the brand posted images and videos from the iSight camera on the then newly released iPhone 5S ([see story](#)).

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