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Burberry teases straight from the runway fashion for fall show

February 22, 2016



Promotional image for Burberry's fall/winter 2016 runway show

By STAFF REPORTS

British fashion label Burberry is giving consumers immediate access to its fall/winter 2016 collection following its runway show Feb. 22.

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Right after the models walk in the designs, the apparel and accessories will be showcased in select Burberry stores, on Apple TV and on Burberry's Web site, giving fans the opportunity to pre-order looks immediately following the show. More design houses are closing the gap between the runway and retail, speaking to consumers' shortened attention spans amid digital disruption.

See it, shop it

Burberry recently announced that it will be moving from four shows a year to two.

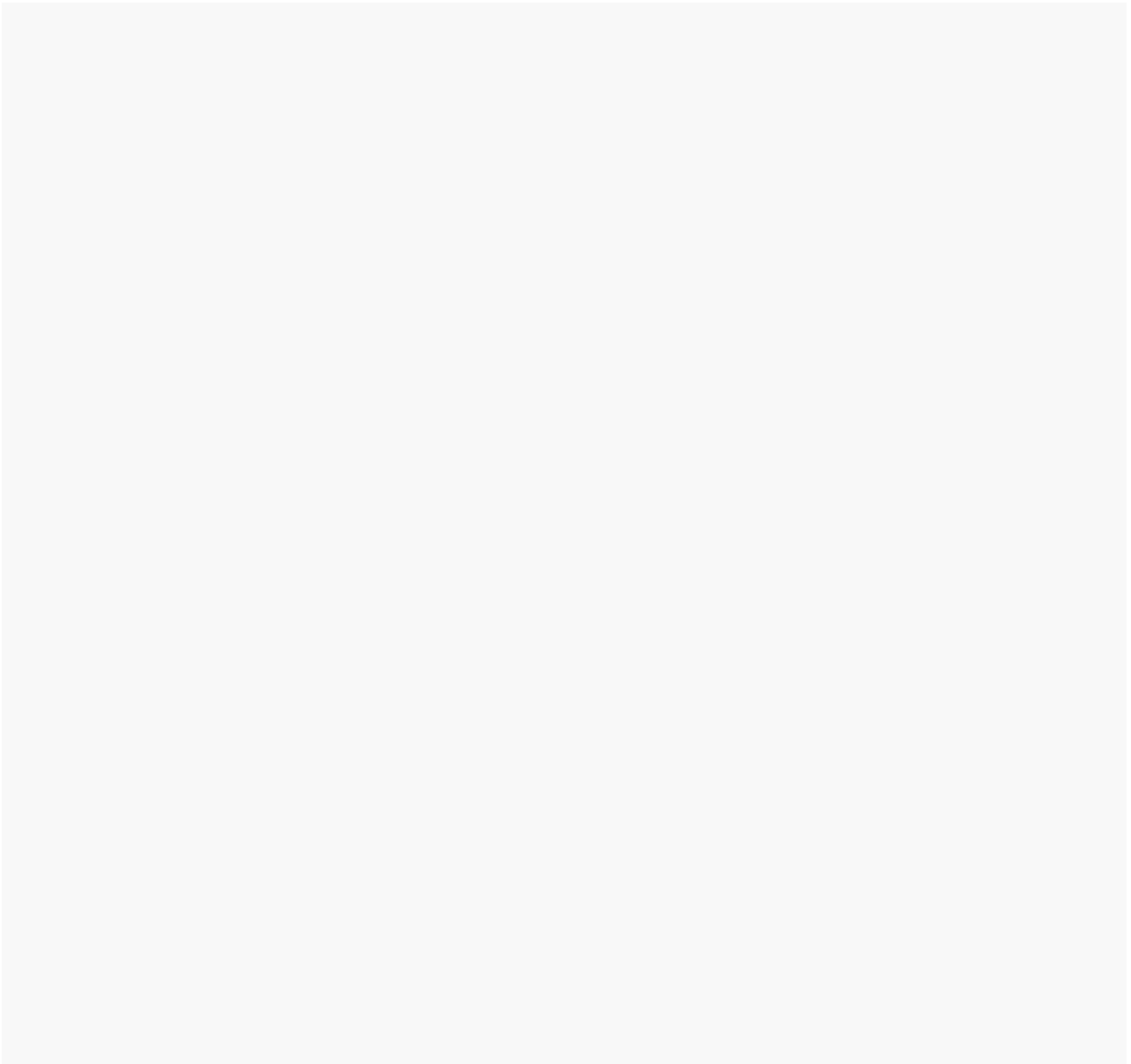
The shift in scheduling will create a "seasonless, immediate and personal" format for Burberry's global consumer base beginning in September 2016. With luxury houses losing creative directors at a rapid rate, it has been suggested that the current presentation calendar is flawed, and Burberry's reorganization may hint to the future of fashion ([see story](#)).

Celebrating this updated format, Burberry will showcase its latest runway collection in its Regent Street flagship store for a week. From there, the line will travel to the brand's Faubourg Saint-Honor boutique in Paris.

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Burberry is adding to the features of its recently launched Apple TV application, allowing consumers to not only watch the show but also explore the pieces from the collection. From this platform, viewers can also ask for a call from a Burberry representative, who can then help them purchase items directly.

Leading up to the runway show, consumers can follow the construction of the brand's custom set through social media. This will help to make viewers feel more a part of the show and will build anticipation for the main event.



A video posted by Burberry (@burberry) on Feb 19, 2016 at 2:14am PST

The show at 1 p.m. GMT on Feb. 22 marks the first time the brand's singular Burberry women's wear collection is being presented. Burberry recently condensed its Prorsum, London and Brit lines to reflect the varied ways in which the luxury consumer shops.

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