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## Burberry leverages Sephora's audience to promote runway beauty

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*Burberry beauty, fall/winter 2016*

By STAFF REPORTS

LVMH-owned beauty retailer Sephora is giving added visibility to Burberry's cosmetics through an Instagram takeover.

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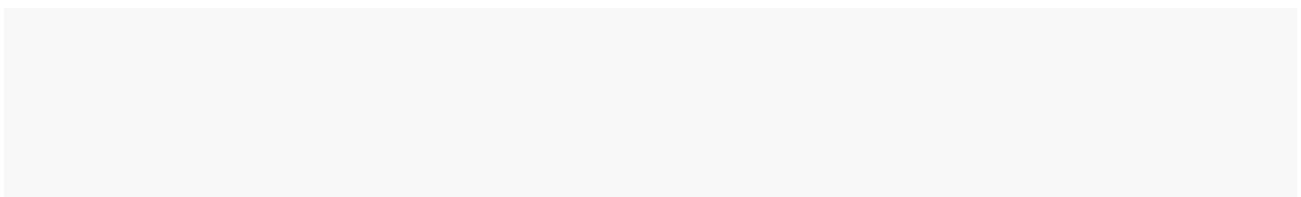
The British fashion house's beauty products were the focus of Sephora's Instagram posts on Feb. 22, the same day as Burberry's London Fashion Week presentation. While many retailers and media outlets are buzzing about the fashions seen on the runway, Sephora's followers are centered on the brand's cosmetics, giving Burberry a captive audience for this segment of its offerings.

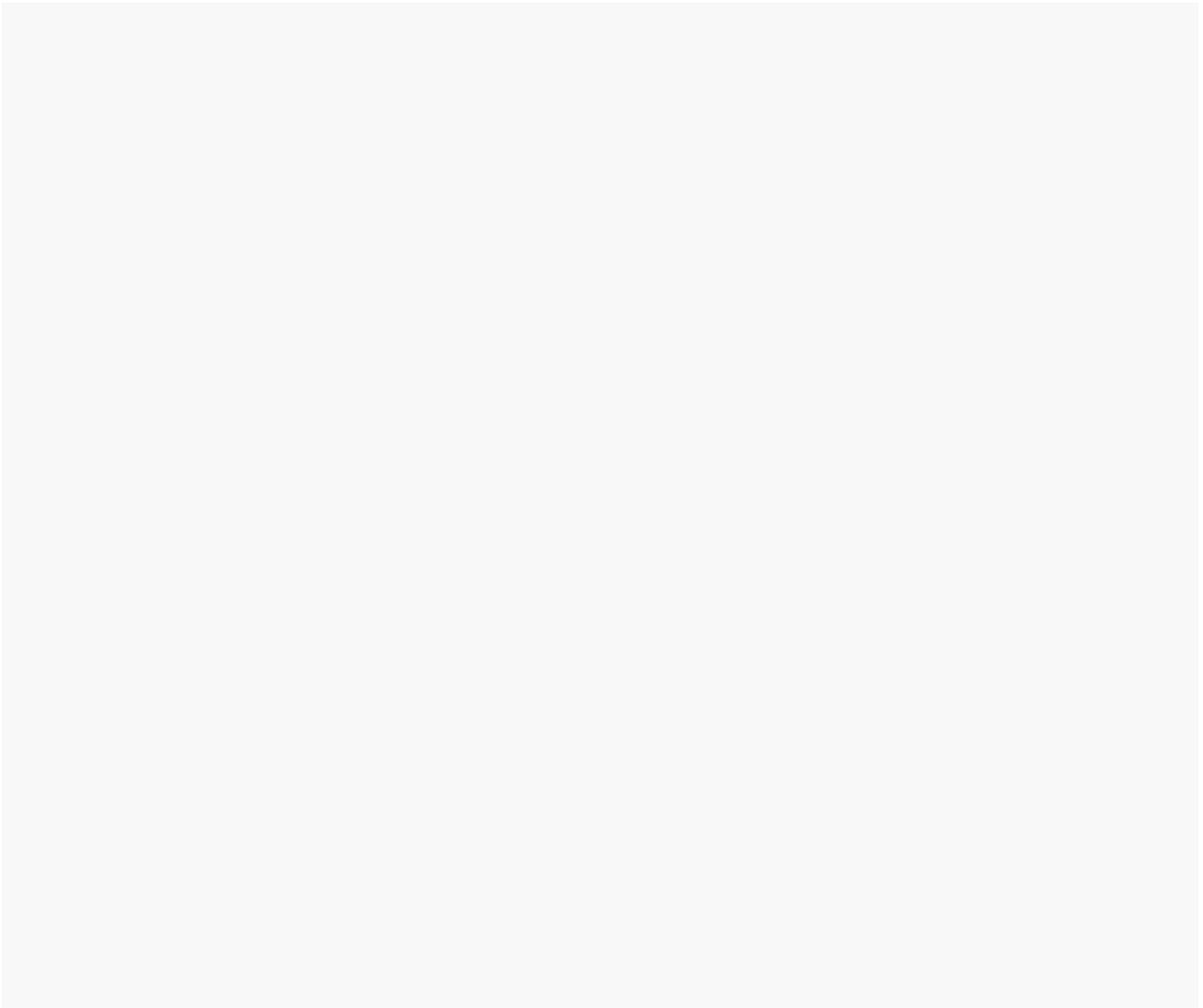
### Beauty buys

Burberry's presentation at Kensington Garden in London is the first collection shown after announcing its new accessibility approach. Right after the models walked in the designs, the apparel and accessories were 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 ([see story](#)).

Sephora used its Instagram to build awareness for Burberry's entry-level cosmetics and to give fans of the brand a different perspective of the runway experience. The first post, shared Feb. 21, introduces the takeover and Burberry's artistic make-up consultant, Wendy Rowe.

The following images shared on the platform include Ms. Rowe backstage with a Burberry model, head shots surrounded by the brand's beauty products and a handbag from the autumn/winter 2016 collection and a close-up of the eye make-up curated for the show. A GIF image was also shared of two models smiling in their completed look for Burberry autumn/winter 2016.





A video posted by Sephora (@sephora) on Feb 22, 2016 at 5:38am PST

Sephora's posts include the products used such as Burberry's Face Contour Pen and Eye Colour Silk and Glow. Although Sephora does use Like2Buy to activate its posts for ecommerce, Burberry's featured products were not listed.

Instead, due to the brand's new presentation format, consumers can shop beauty looks from the runway on Burberry's Web site.

Featured among different coats seen during the show, consumers can order the limited-edition nail polish trio now until March 7. For \$63, consumers can purchase the Runway Nails collection with glitter polishes in gold, silver and ruby.

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