

INTERNET

Burberry invites consumers to meet Mr. Burberry online

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Instagram image of Mr. Burberry

By STAFF REPORTS

British fashion house Burberry is acquainting consumers with its Mr. Burberry scent ahead of its official unveiling.

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While the scent is not due to launch until April, Burberry is teasing the fragrance through its social channels, giving the cologne a persona and an attitude. When launching a new scent, brands often run long campaigns to build up anticipation for the release, ensuring demand when the fragrance becomes available.

Making introductions

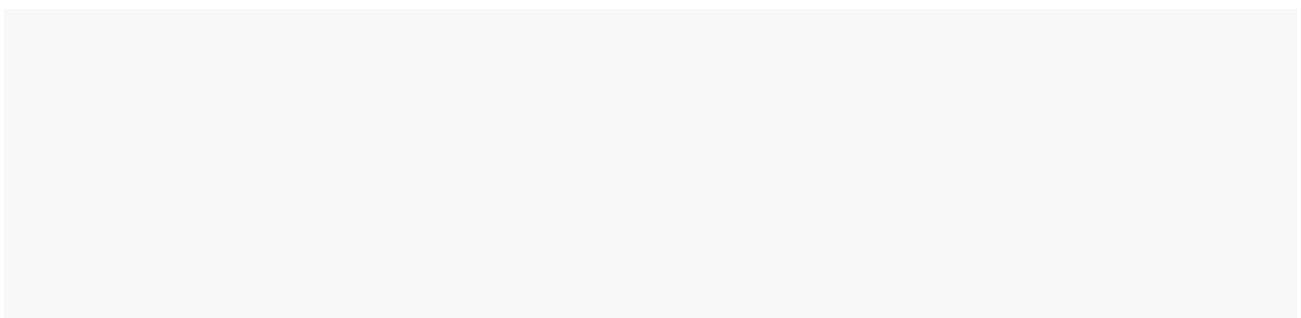
According to [WWD](#), Mr. Burberry was designed as a lover to the house's My Burberry fragrance for women. This is similar to Burberry Brit Rhythm for men and women, which launched within months of each other.

Generating excitement for My Burberry's beau, Burberry ran a promoted Facebook post offering consumers a chance to be one of the first to try the scent. The ad linked to a page where a consumer could request a sample.

As of press time, all the samples had been claimed.

On Instagram, Burberry introduced Mr. Burberry with a series of posts. In one, a blurry male figure stands overlooking London, telling consumers in the caption "Welcome to my city."

Another reads, "Good morning London, SE1," referring to the city's South Bank. Captioned "The essentials," a third photo shows a card case in black leather.





Good morning #London, SE1 - #MrBurberry

A photo posted by Burberry (@burberry) on Mar 21, 2016 at 3:30am PDT

Much like his female companion My Burberry, Mr. Burberry will have a corresponding collection of apparel and accessories, creating an entire lifestyle around the scent.

When teasing a new fragrance, less is often more.

Italian fashion maison Valentino teased its men's fragrance Uomo with a sneak peek of its campaign video, looking to sustain interest in the scent until it was available worldwide a year later.

The atelier kept the campaign effort vague for the fragrance debut to increase anticipation and leave consumers wanting more. By segmenting and protracting the campaign consumers were more likely to follow along and return to the brand's Facebook and Web site for updates ([see story](#)).

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