

ADVERTISING

Burberry travels to Dubai to tout trench coat's allure

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Burberry's Art of the Trench, Dubai

By STAFF REPORTS

British fashion house Burberry is taking its "Art of the Trench" social campaign to Dubai, United Arab Emirates to show its signature jacket's global appeal.

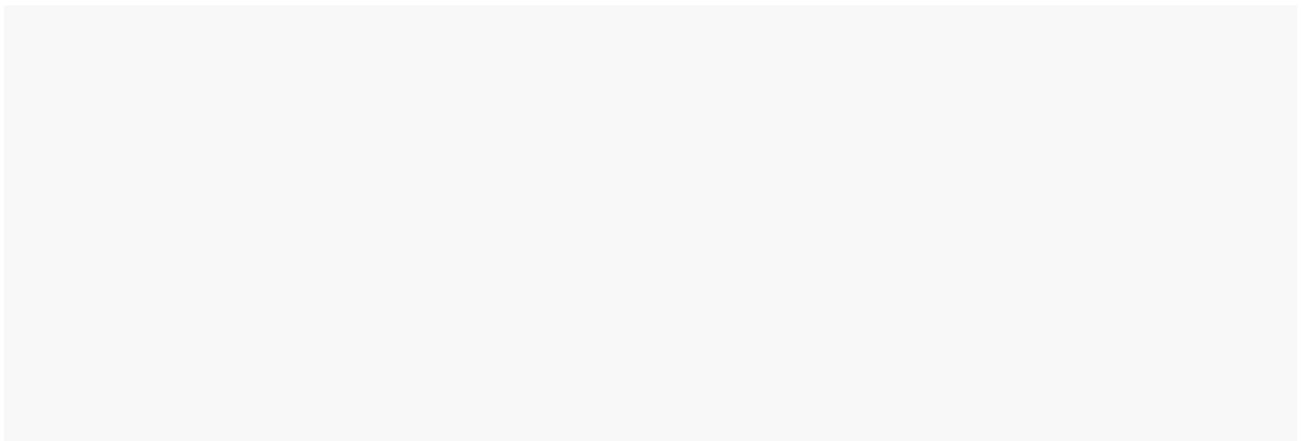
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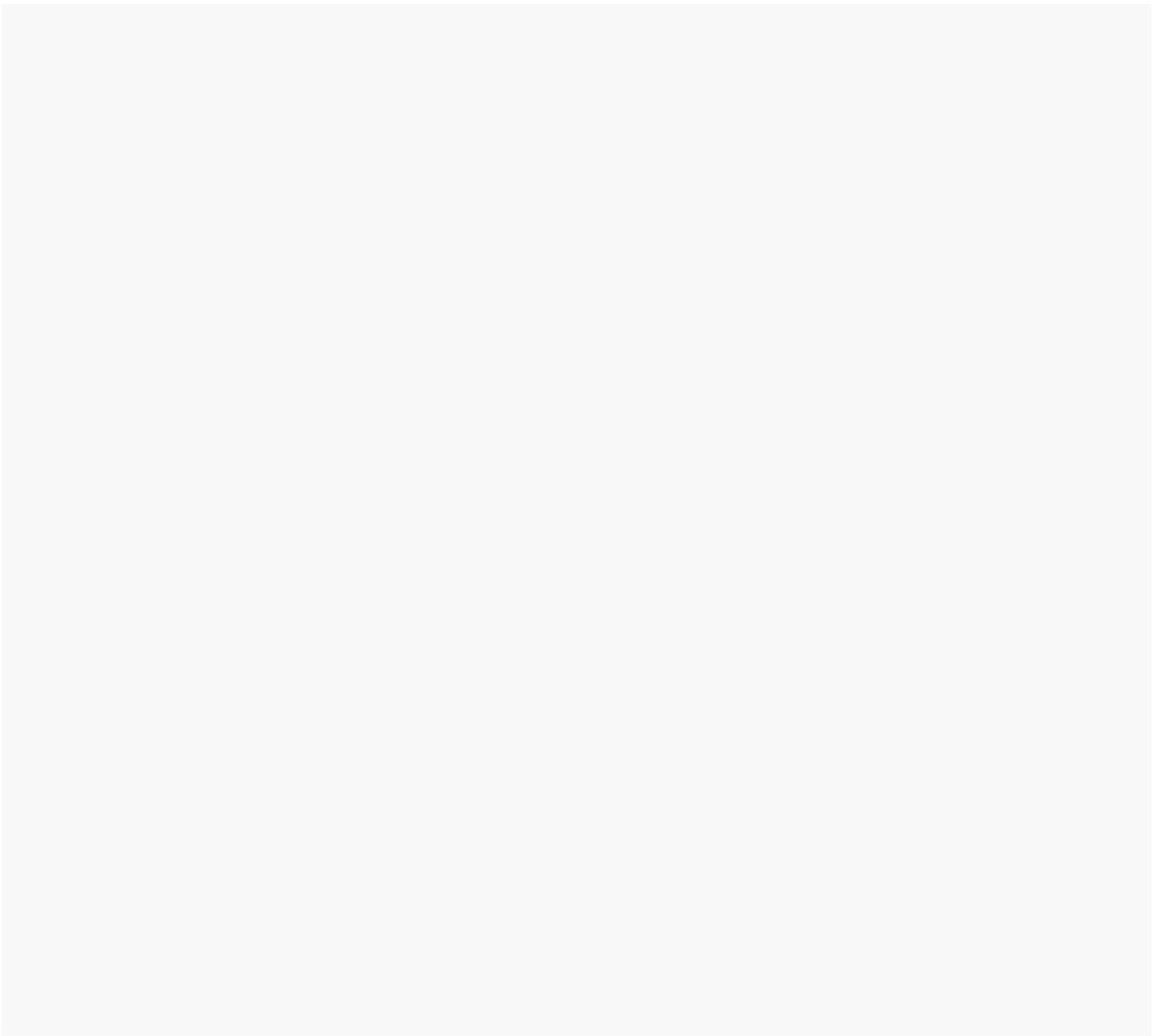
Housed on the brand's Instagram account, Burberry's trip to Dubai features local influencers wearing its trench coat to symbolize "Made in England, worn the world over." The campaign has brought Burberry's trench to Los Angeles and Chicago and has included social media-focused strategies to increase its reach around the world.

The trench takes a trip

The first Instagram post features a video using time lapse that shows the Dubai skyline and the five influencers cast for the Art of the Trench.

In its following posts, Burberry dedicates an image to each of its influencers wearing different trench coats around Dubai. For example, Butheina H. Kazmin, co-founder of independent cinema Cinema Akil, wears a burgundy trench coat as she crosses a street with a striped pedestrian path similar to the iconic Beatles photo take as the band walked across Abbey Road.





Butheina H Kazim wearing a burgundy #Burberry trench coat, photographed for #ArtoftheTrench in Dubai #AOTT

A photo posted by Burberry (@burberry) on Mar 29, 2016 at 7:03am PDT

Other images feature entrepreneurs Anas and Harith Bukhash at the Dubai Marina and fashion designer Nafsika Skourti at the Karama, a residential neighborhood in Dubai's Old City. As of press time, Tarik Zaharna, an architect, has yet to be featured on Burberry's Instagram account.

To further the reach of the campaign, the influencers have also been sharing the images on their personal accounts. By doing so, there is an increased likelihood that Middle Eastern consumers unfamiliar with Burberry but familiar with these individuals will be exposed to the brand and one of its most iconic products.

Burberry scored the highest in L2's Digital IQ test this year, beating out Kate Spade by 1 point. In addition to success on emerging platforms, updates to its mobile site have tripled while legacy investments such as "Art of the Trench" continue to find success with regional updates ([see story](#)).