

APPAREL AND ACCESSORIES

## Burberry debuts first ads for revamped retail strategy

June 1, 2016



*Edie Campbell for Burberry 2016*

By JEN KING

British fashion house Burberry has unveiled its first advertising campaign since announcing its new direct-to-consumer approach.

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The campaign, simply titled Burberry 2016 rather than the fall season, marks the brand's transition from seasonal collections to a broader strategy that acknowledges its global consumer base and the rising expectation of "see now, buy now" commerce. Fashions featured in the campaign are from Burberry's fall/winter 2016 collection, presented on Feb. 22, which is its first line to be available for pre-order immediately following the show ([see story](#)).

"Burberry's consolidation of its three brands into the Burberry' label is a move toward streamlining brand communications for consumers one which we have seen echoed across the industry by brands such as Ralph Lauren, who consolidated its Black label to alleviate some confusion," said Kristen Dillman, business development manager at [The O Group](#), New York.

"The 'see now, buy now' model reflects the way clients shop today," she said. "Luxury consumers do not need brands to segment themselves into labels. They are smart and they know what they want - and that is access to the latest instantly across any platform that is relevant in the moment, be it mobile or in-store."

Ms. Dillman is not affiliated with Burberry, but agreed to comment as an industry expert.

[Burberry](#) did not respond by press deadline.

### New approach

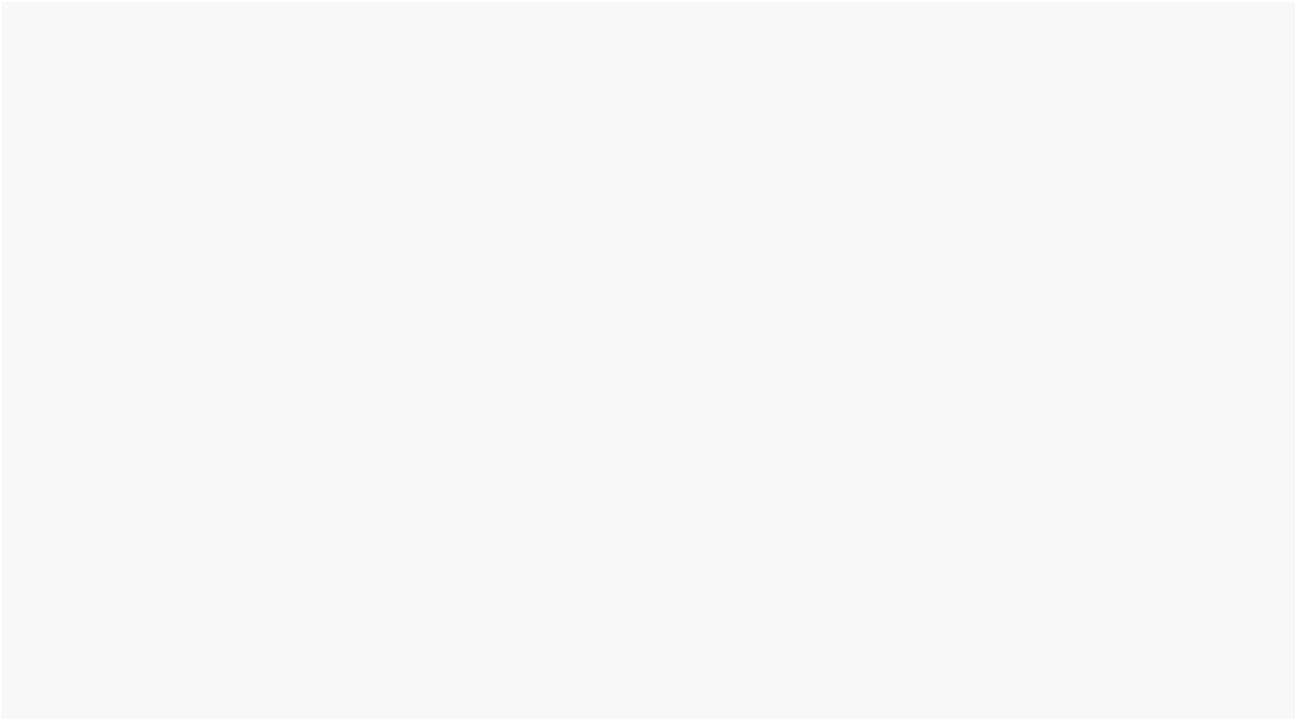
Burberry recently announced that it will be moving from four shows a year to two.

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](#)).

In line with its recently announced format, the new campaign will run from June to September. During this time frame, consumers will be able to purchase the campaign looks, including the Burberry Heritage trench coat and The Patchwork handbag, online and in-stores.

For the effort, Burberry worked with British artist Luke Edward Hall and photographer Mario Testino. Mr. Hall created original illustrations for the campaign, while Mr. Testino took portraits of "British Burberry family members," model Edie Campbell and actor Callum Turner.



A Patchwork: the new campaign from #Burberry Featuring @EdieBCampbell and #CallumTurner Shot by @MarioTestino and reimagined by @LukeEdwardHall

A video posted by Burberry (@burberry) on May 31, 2016 at 12:02am PDT

Ms. Campbell sports women's wear seen during the February 2016 women's wear show and Mr. Turner menswear presented in January 2016. The apparel seen in the effort is the first to feature Burberry's single "Burberry" label, which condenses the brand's Brit, London and Prorsum lines.

The Patchwork, a collection of bespoke handbags, were also previewed during the February women's presentation and available for pre-order immediately. Made of a tapestry of fabrics, The Patchwork, each one-of-a-kind and named after a British town, village or street, sold out within a week. With the campaign launch, Burberry has restocked the handbag on its Web site.

Similarly, the cosmetics worn by Ms. Campbell will be sold from August on. The two looks seen in the campaign were developed by Burberry's makeup artistic consultant Wendy Rowe.

Burberry's campaign creative sees a series of portraits and still life illustrations by Mr. Hall. For the campaign, Mr. Hall created five illustrations of The Patchwork to capture the handbag's individuality and uniqueness as well as a hand-painted background for the photography aspect of the campaign, a first for Burberry.



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### *Campaign spread for Burberry 2016*

Christopher Bailey, chief creative/CEO, said in a statement, "Luke is a great talent and it has been wonderful working and collaborating with him on our campaign. His beautiful illustrations next to Mario's powerful photographs capture the artisanal spirit of the collection."

#### Accepting or rejecting change

The Council of Fashion Designers of America's newly released report about the role of New York Fashion Week spotlights the industry-wide agreement on a need for change.

In the report, conducted in partnership with Boston Consulting Group, the CFDA does not endorse a single solution, but rather lays out a number of possible answers identified by designers, media and retailers. As the fashion ecosystem searches for "in-season relevancy," each brand will need to decide for itself which updated format is best for them ([see story](#)).

For example, Italian fashion label Gucci is the latest house to alter its runway show format.

Gucci president and CEO Marco Bizzarri announced during his keynote at the International New York Times Luxury Conference on April 5 that the brand will begin showing its men's and women's wear together in a single show per season starting in 2017. Fashion is trying to find a winning format for the runway show, which causes creatives at large houses to stage numerous spectacles a year ([see story](#)).

While see now, buy now has proved disruptive, not all brands are on board.

The Fédération Française de la Couture du Prêt-à-Porter des Couturiers et des Créateurs de Mode, for example, disagrees that the fashion calendar standard needs to be updated for the modern consumer.

Ahead of Paris Fashion Week, held in the French capital March 1-9, the Fédération Française has unanimously decided to maintain its traditional strategy. As it stands, those who present during Paris Fashion Week show collections a season before it is available in-stores ([see story](#)).

While some are resisting the change, Burberry may be paving the way for how fashion is consumed in the future.

"Burberry's decision to avoid categorizing the latest campaign by season is an interesting move," Ms. Dillman said. "Luxury brands offerings tend to be more evergreen and classic, and less driven by trend."

"Removing the season label from the campaign is a smart transition toward promoting an understanding of Burberry as forward-thinking," she said.

"After all, people still look to heritage luxury brands to lead the charge, and this effort from Burberry to move past seasonal labels may prove to be at the forefront of what's next in luxury."