

APPAREL AND ACCESSORIES

Burberry brings artisans in-store to personalize retail experience

June 23, 2016



Burberry crafts woman customizing merchandise with hand painted monogramming

By STAFF REPORTS

British fashion label Burberry is giving consumers a close-up view of artisan skills with a month-long series of bespoke experiences at its global flagship.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Exclusively at the store on London's Regent Street throughout the month of June, consumers can have items personalized with hand embossing or take in installations based on Burberry's latest collection. Taking the retail environment beyond a mere point of sale is a way to convince consumers to make a trip to a physical store.

On display

Burberry's month of experiences launched during London Collections Men.

Through June 22, consumers could catch a craftsman working on one of the brand's iconic items, such as a trench coat.



Burberry artisan finishing a trench coat by hand

For the duration of June, Burberry is giving Regent Street clientele an exclusive opportunity to have their leather goods embossed with their initials in foil by artisans. Leather accessories could also be monogrammed with hand painted letters in an array of hues.

Coinciding with the art, craft and personalization campaign, Burberry installed art pieces featuring illustrations by Luke Edward Hall. The British artist's drawings bring to life the textures, colors and prints of Burberry's current collections.

As Burberry incorporates a see-now, buy-now strategy, speeding up time between its runway shows and the arrival of merchandise in-stores, having these representations of slower luxury will remind consumers that its craftsmanship is still integral to its collection.

Burberry recently unveiled its first advertising campaign since announcing its new direct-to-consumer approach.

In line with its recently announced format, Burberry's latest advertising 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 Mr. 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 ([see story](#)).

A luxury brand's retail environment should be carefully orchestrated to make consumers want to participate in the store experience, according to panelists speaking at the French American Chamber of Commerce's "The Luxury Retail Store: Real Estate, Design and Customer Experience Trends" event.

During the presentation Nov. 12, one resounding theme was that the increase in luxury's presence online has removed the necessity of interacting with a bricks-and-mortar location, creating a need for a sense of theater and engagement to draw consumers away from other possible activities to shop. By going above the traditional store design, bricks-and-mortar retail can better compete with online channels for revenue ([see story](#)).

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.