

APPAREL AND ACCESSORIES

Burberry teases first see-now, buy-now campaign

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Image from Burberry's September 2016 campaign; copyright Burberry/Testino

By STAFF REPORTS

British fashion house Burberry is offering a taste of its straight-to-consumer collection ahead of its runway debut Sept. 19.

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Part of the label's overhaul of its fashion show schedule, Burberry will be showing its men's and women's wear collections together during London Fashion Week, with seasonless merchandise available immediately following the show ([see story](#)). Creating a buzz for the premiere, the brand has shared a short film and campaign images shot by Mario Testino.

First look

Since Burberry's collection will have no lapse between runway and retail, running these teasers is a way for the house to get consumers thinking about the designs ahead of time. Creative director Christopher Bailey was inspired by Virginia Woolf's "Orlando," playing off ideas of masculine and feminine appearance throughout history.

Models Jean Campbell, Carvan McCarthy and Alex Dragulele star in the campaign, which is set among the sculptures at Walker Art Gallery in Liverpool. These campaign images will appear alongside portraits of Burberry artisans also captured by Mr. Testino.

Coming Soon: Burberry September 2016

While only a few photos had been shared as of press time, the entire campaign will premiere after the corresponding runway show.

Marking its new runway format, Burberry has changed its show venue, moving the location to 1 Manette St in SoHo.

In honor of a partnership with The New Craftsmen launching the night of its show, the venue will be dubbed "Makers House" and become home to a public exhibition of original work by craftsmen following the show. From Sept. 21-27, a program of events and installations will evolve daily within the space.



Image from Burberry's September 2016 ad campaign; copyright Burberry/Testino

Easing consumers and the fashion industry into its newly developed runway format, Burberry gave consumers immediate access to its fall/winter 2016 collection following its runway show Feb. 22.

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. More design houses are closing the gap between the runway and retail, speaking to consumers' shortened attention spans amid digital disruption ([see story](#)).

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