

APPAREL AND ACCESSORIES

Burberry fortifies immediacy, personalization of see-now, buy-now via social aids

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Burberry promotional image for September Collection 2016

By JEN KING

British apparel and accessories label Burberry is promoting its first full, direct-to-consumer runway presentation with consumer activation touchpoints found across social media channels.

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Burberry will present during London Fashion Week at the Makers House on Monday, Sept. 19 at 7:30 p.m. BST, with the more than 250 pieces from the September collection becoming available for purchase in real time once they have walked the runway. Noting the change in consumer expectation and behavior, Burberry has refined its runway and retail strategies to be "seasonless, immediate and personal" to keep its global audience top of mind.

"Burberry's direct-to-consumer initiative displays the brand's confidence in the product they will showcase on the runway," said Isabel Kieszowski, paid media coordinator at [Blue Moon Digital](#). "A seamless digital integration is crucial for this collection to be successful and result in desired sales for the brand.

"Correctly promoting the collection through digital channels can also meet other goals for the brand such as improving customer experience," she said. "With this being the first direct to consumer show, Burberry will have the ability to improve future collections with the help of data insights from its digital channels.

"Making sure each platform is aligned in its messaging will allow for better testing of the direct to consumer concept. I believe their shows will become more and more successful after each digital channel is analyzed and messaging is adjusted as needed."

Ms. Kieszowski is not affiliated with [Burberry](#), but agreed to comment as an industry expert.

[Burberry](#) was unable to comment directly before press deadline.

The new way

The September collection viewing is the first under Burberry's new direction, which saw it consolidate its labels, merge gender lines and move from four shows a year to two. 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](#)).

With Burberry's male and female lines presenting as one, the British fashion label will show 83 ensembles comprising more than 250 pieces.

As it has done in the past, Burberry will broadcast its presentation via live stream on its Web site. New for this collection, Burberry will also live stream the show using Facebook Live, allowing consumers to view the show in real time with content playing automatically on users' social feeds.

Burberry has also made efforts to enhance interactions between the show and consumers through a number of social media pushes. For example, Burberry will launch on Facebook Messenger to offer live customer service to field any questions about the pieces shown.

Exclusive content will also be found via Facebook Messenger such as the inspiration behind the collection. Content can be accessed through m.me/Burberry.



Promotional image for Burberry on Facebook Messenger

In addition to its Facebook efforts, Burberry will also use Chinese social messaging application WeChat as an ecommerce platform for the first time.

Burberry's Bridle handbag, in two editions, will be available exclusively for purchase on WeChat. Recently, Christian Dior saw immense success in in-app selling on WeChat, selling one of its exclusive handbags days ahead of schedule ([see story](#)).

The brand's WeChat promotions will also include a bespoke HTML-5 mini site with access to the runway show. This element will also see a takeover from Kris Wu and Vicky Zhao to further engage Chinese consumers.



Burberry's Bridle handbag for September Collection 2016

Similarly, Burberry is letting consumers curate their own journey to explore the show and collection through South Korean social messaging app Kakao. The one-on-one experience using Kakao will let the consumer select how and which Burberry content is viewed.

Burberry is also using Snapchat to engage with consumers in London during London Fashion Week as well as New York and Beverly Hills, CA. Starting Sunday, Sept. 18, Burberry will launch geofilters related to the show's content for users nearby the Makers House venue and its Regent Street, New York and Beverly Hills flagships through Sept. 25.

On the day of the September Collection presentation Burberry will be the primary focus of Snapchat's Global London Fashion Week story. Content will include red carpet arrivals, backstage access and quotes and facts regarding the collection and its availability.

The Burberry September 2016 Show

"It is obvious that social media has driven the need for brands to deliver fashion directly to consumers," Blue Moon Digital's Ms. Kieszkowski said. "Live streams on Snapchat or Twitter allow fashion shows like Burberry's to reach users all over the world within seconds.

"In response to this, Burberry decided to release seasonless collections twice a year. These seasonless collections will cater consumers living in various climates all over the world who may not experience fall or spring at the same time," she said.

"This concept makes a collection much more tangible to the global consumer, especially because fashion shows have already reached the masses via social media. Direct-to-consumer truly mirrors what social media already does because a brand's target market is open to a wider range of individuals geographically."

Directly after the pieces are presented on the runway the September Collection will be sold at Burberry's online and bricks-and-mortar retail network with shipping to more than 100 countries.

To keep its collection's craftsmanship central to its promotions Burberry has booked a week-long exhibition at Makers House, set to begin after the presentation. In partnership with The New Craftsmen, the free exhibition includes stations and displays of craftsmanship and inspiration.

For example, theatrical passages of Virginia Woolf's "Orlando" will be read, as the literary work is a central theme behind the collection. Demonstrations of sculpting, sand casting, embroidery, calligraphy, patchworking and more will also be displayed.

Burberry will also have the September Collection on view as well as its Burberry Heritage archive team and a pop-up version of its Regent Street restaurant, Thomas's.

Bringing pages to life

Just as fashion is seeing a shift, print is grappling with changing consumer behavior as digital has become more intuitive. Bringing print and digital together in an interactive way has served as bridge.

To coincide with Burberry's social media focused promotions for the September Collection, the brand has partnered with print publication, GARAGE Magazine, for an interactive cover.

On newsstands since Sept. 15, GARAGE Magazine's Issue N 11 features model and frequent Burberry campaign face Rosie Huntington-Whiteley. On the cover image Ms. Huntington-Whiteley is shown wearing a black trench coat with text reading "Scan to reveal the new Burberry collection from September 19" around her silhouette.



GARAGE Magazine Issue N 11 featuring Rosie Huntington-Whiteley and Burberry

The cover activation is timed with the London Fashion Week presentation. By scanning the cover and Burberry masque editorial with the GARAGE Magazine app, readers can access the presentation in a "virtual front row seat."

"Our project encourages consumers to take part in experiencing, rather than just seeing, the new collection," said Lewis Firth, digital editor of [GARAGE Magazine](#).

"Burberry has taken strides in the past to make itself relevant within our technologically driven environment, with live-streaming to iPhone videoing on the catwalk," he said. "Pairing with GARAGE and our app-enabled component allows them to continue this trend."

Garage magazine's pages will begin activation from 8 p.m. BST on Sept. 19.

This concept has also been explored to heighten advertising pages.

For example, Last year WSJ. magazine's September issue debuted the publication's partnership with Visual Shazam, an app with 100 million monthly users. The partnership's aim was to increase interaction between audience and print campaigns using mobile as a catalyst.

WSJ. magazine's backend pages displayed 12 luxury brands with scannable content including Bally, Lanvin, Peninsula Hotels, Tod's, Oscar de la Renta, Pomellato, Ferragamo and Max Mara.

When the image was scanned using Visual Shazam, content was pulled up within the app. For example, when Lanvin's winter 2015 campaign was scanned in the WSJ. Noted section, the reader was brought to the brand's ecommerce Web site, thus making the read come to life by shortening the journey to purchase ([see story](#)).

GARAGE Magazine's interactive effort will work similarly, but in real-time with Burberry ecommerce likely be the end result.

"App software and cellphone technologies have surpassed prints' potentiality for some time," Mr. Firth said. "Print's physicality is irreplaceable. Conversely, digital's instantaneous givings are the same.

"App integration is an imperative step for print in order to create dialogue with the markets of next generations," he

said. "GARAGE is one of the only printed publications to have proactively responded to this in a creative manner, producing content that is immersive and thought-provoking.

"Furthermore, it enables us to tell stories in fashion and art that a printed page can not do by itself. This added dimension allows our readers to enjoy print like never before. And it allows them to have fun! The magazine market is incredibly saturated; it permits GARAGE to be distinctly competitive."

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