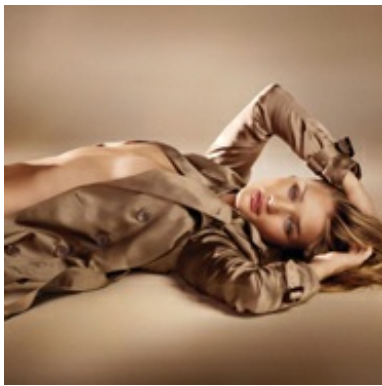


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## Burberry peeks racy ads with Facebook premiere

July 14, 2011



By KAYLA HUTZLER

British designer Burberry has chosen to premiere images from its sexy new campaign for Burberry Body starring model Rosie Huntington-Whiteley to its nearly 7 million Facebook fans.

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The new campaign stars a very naked Ms. Huntington-Whiteley as the first Burberry Body in video and print ads. The fragrance will launch in stores this September, where it will be accompanied by print images.

"Fragrance is an important accessory for women, and plays a large role in their lifestyle," said Dalia Strum, founder of Dalia Inc., New York.

"By featuring Ms. Huntington-Whiteley, showing off her famous figure wearing nothing but a satin trench by the iconic British brand, they are targeting a younger, more seductive audience through their sexy and edgy direction," she said.

Ms. Strum is not affiliated with **Burberry**, but agreed to comment as a third-party expert.

Sex sells

The fragrance is the most sensual Burberry scent, per the company.

The new campaign embodies this theme of sensuality through racy pictures of the 24-year-old model.

Ms. Huntington-Whiteley debuts as the Burberry Body wearing only a rose-gold satin trench coat and the fragrance.

The campaign was directed by creative director Christopher Bailey, who said that the models effortless style and staggering beauty made her a natural choice for the campaign, according to Burberry.



The model has a long history with Burberry.

Ms. Huntington-Whiteley replaced model/actress and fashion authority Agyness Deyn as the face of Burberry in 2008 and has since appeared in numerous runway shows and campaigns for the brand.

In 2010, Ms. Huntington-Whiteley also became the face of Burberry Beauty with fellow models Lily Donaldson and Nina Porter.

Famed fashion photographer Mario Testino shot the campaign.

Fanning out

The brand has already started to spread the message and build hype surrounding the campaign on its Facebook and Twitter pages.

On July 13, Burberry released a video of Ms. Huntington-Whiteley welcoming Facebook fans and announcing that she is the Burberry Body.

The designer posted a photo of the campaign along with the announcement on its branded Twitter page.

Burberry will be continuing the campaign with dynamic offline and online activity on platforms such as Instagram, Tumblr and Youtube, per the company.



Mario Testino will also be creating a portfolio of additional “Burberry Bodies” in the upcoming months.

The print ads will debut in September fashion magazines worldwide, around the fragrance's official launch.

The campaign will presumably engage not only Burberry’s female fans, but will also attract men worldwide who can then purchase the perfume for the women in their life.

Burberry regularly gives its **Facebook** fans a peek at new campaigns, probably because it has amassed so many followers (**see story**).

"This new fragrance is a product line extension that gives Burberry an opportunity to appeal to a new market segment," said Ron Kurtz, president of the **American Affluence Research Center**, Atlanta.

"To generate media publicity, and to give them news to use in their various channels of communications to their customers and prospects"

The age-old sex sells ideology is apparently still a huge selling point, even for luxury brands.

"We are sexual beings," Ms. Strum said.

"Advertisers use this attribute by trying to associate their products and services with sexy imagery hoping that some of the hotness gets attached to their brand in the consumer's subconscious mind," she said.

Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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