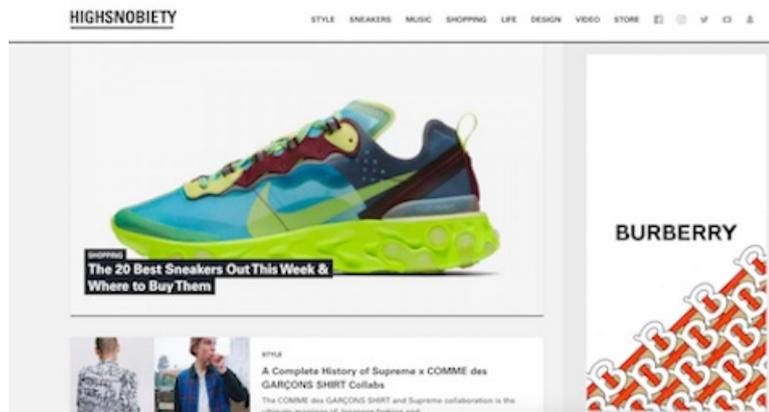


APPAREL AND ACCESSORIES

Burberry uses guerrilla marketing tactics to celebrate Tisci's takeover

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Burberry hacks Highsnobiety's publication

By BRIELLE JAEKEL

As British fashion label Burberry has undergone a number of dramatic changes since chief creative officer Riccardo Tisci has taken over, his first fashion show is debuting with an extensive approach to marketing in streetwear style.

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Burberry is taking modern, interactive approaches to marketing for its spring/summer 2019 collection, including a takeover of high-end streetwear digital hub Highsnobiety. The day of the label's first runway show under the guidance of Mr. Tisci has seen a variety of out-of-home initiatives around the globe and Burberry branding of the media platform's digital and print publications.

"Burberry has been working on their rebrand for some time, especially with the change in creative direction and addition of Riccardo Tisci," said Jeff Carvalho, managing director NA of Highsnobiety. "They reached an inflection point and realized that there's a new luxury consumer they need to be catering to one that is becoming younger and younger.

"That's why they chose us as their partner we reach this audience and we understand this audience," he said. "This is an iconic moment for Burberry because they know that, if they can capture the attention of young consumers today, then these consumers will turn to Burberry when they're older and have more spending power.

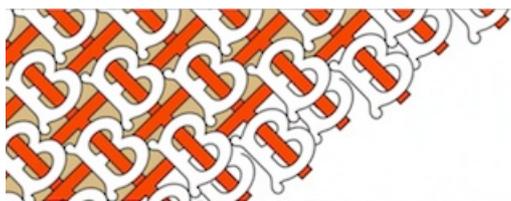
"There's going to be about half a trillion dollars in luxury spending by 2025, and Burberry is putting in the work now in order reap the benefits in the long term."

Heritage and modern takes

The British label has "hacked" Highsnobiety's digital channels and also published the brand's latest print issue wrapped in the new Burberry logo.

Visitors on the Highsnobiety site can see Burberry's new print appearing in waves across the top of the page. As it disappears, the date and time of its London Fashion Week show appears, encouraging fans to tune in live or watch the recorded version if visiting after the show.

As part of the publication's carousel for top news, Burberry is featured as the top story, advertising the London show and its first product drop, which is only available for 24 hours.



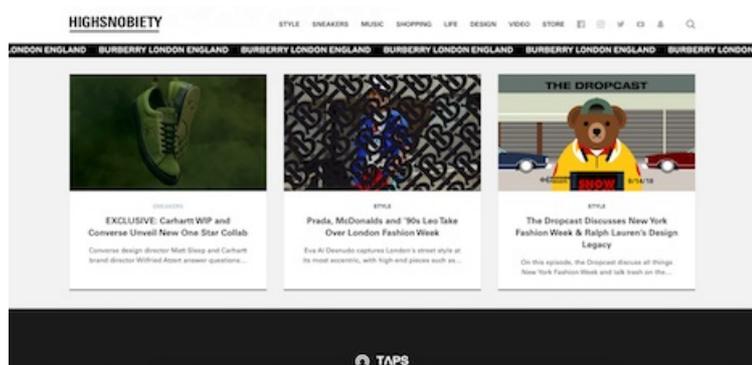
Burberry's banner ad on Highsnobiety

In addition, the Burberry logo is also featured on a similar interactive banner ad at the top page, and a link to view the show is posted within the middle of the front page's content.

At various times while users browse the site, images and the page as a whole will transform into Burberry's print in a flash.

The experience is meant to look like a glitch, as though Burberry has hacked the Highsnobiety Web site in a guerrilla-style format of marketing.

Highsnobiety and Burberry will be teasing the artwork for the collaboration throughout social media.



Highsnobiety's Burberry glitch in which images transform to the fashion label's logo

In addition to the takeover, the media brand will be working with Burberry for a special event on Sept. 26 at the fashion label's Regent Street location in London.

Burberry's new strategy is angling more towards modern fashion and streetwear as Mr. Tisci works to transform the brand, which has not been known as a streetwear-type label in the past.

Tisci's takeover

The Highsnobiety takeover is just one of the many unique ways the brand has been hyping its new collection.

Burberry teased Mr. Tisci's first collection with a flagship makeover in tandem with the label's fashion show.

The brand's Regent Street store in London has been transformed in line with the designer's vision for the label, with installations that look to the brand's past and future. Taking place on Sept. 17 at 5 p.m. London time, the runway show marked the first designer switch for the brand in 17 years ([see story](#)).

Burberry is also sharing limited editions from the momentous collection via 24-hour product releases.

As part of Mr. Tisci's first collection for the brand, special pieces will be available for a limited 24 hours from a series of releases. Making it more innovative, for the first time the label has created a bespoke digital selling experience in which products will be available through social media ([see story](#)).

These heightened offerings come after the brand revealed a new logo and print ([see story](#)) to reflect the brand's transformation.

The brand is taking a modern approach to marketing for a heritage brand, as the luxury business evolves.

"We're at a place now that, more than ever, consumer communication is changing: what's happening on social is starting to resonate with a different school of fashion," Mr. Carvalho said. "Burberry has always been a leader in tapping into digital marketing, and now they're applying hallmarks of what's happening in street level fashion to their own collection, while remaining true to the ethos of the brand."

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