

APPAREL AND ACCESSORIES

## Burberry is 2018 Luxury Marketer of the Year

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*Burberry has undergone changes this year. Image credit: Burberry*

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By STAFF REPORTS

British fashion house Burberry is *Luxury Daily's* 2018 Luxury Marketer of the Year for its thorough brand transformation under the direction of newly appointed chief creative officer Riccardo Tisci.

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Burberry won over first runner's up Tiffany & Co. and honorable mention Chanel. All brands showed significant risk taking strategies in hopes to stay on top in the much more interactive, current luxury landscape.

The Luxury Marketer of the Year award was decided based on luxury marketing efforts with impeccable strategy, tactics, creative, executive and results. All candidates selected by the Luxury Daily editorial team and from reader nominations had to have appeared in Luxury Daily coverage this year. **Judging was based purely on merit.**

### Heritage brand in modern day

Burberry executed a brand-wide overhaul, inside and out, throughout 2018. Burberry's logo, merchandising, collection drop schedule and retail outlets are a few of the divisions within its business that have taken on new strategies.

Burberry's dramatic change started in March of 2018 when it appointed Mr. Tisci to succeed the brand's previous creative director Christopher Bailey.

Mr. Tisci, who was most recently at Givenchy, assumed the role of chief creative officer on March 12. This was Burberry's first creative change in 17 years ([see story](#)).

Before he showed his first runway collection for Burberry, Mr. Tisci shaped a brand makeover, giving the heritage label a more streetwear-friendly vibe while keeping its history at the center.

The British fashion house turned heads in the luxury world by unveiling a new logo and monogram after decades of its iconic emblem.



*Burberry unveiled a new monogram. Image credit: Burberry*

Burberry's new monogram features orange, brown and white with lines intersecting through various letter T's and B's. The T and B designations are for the brand's founder Thomas Burberry.

The new logo is written with softer lettering featuring more rounded edges, but still reading, "Burberry London England" ([see story](#)).

Mr. Tisci's first fashion show debuted with an extensive approach to marketing in streetwear style.

Burberry took 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 runway show saw a variety of out-of-home initiatives around the globe and Burberry branding of the media platform's digital and print publications ([see story](#)).



*Burberry's push for the September show included out-of-home takeovers. Image credit: Burberry*

Congruent with Mr. Tisci's first collection, Burberry unveiled a flagship makeover in September.

Burberry's Regent Street store in London was transformed in line with the designer's vision for the label, with installations that look to the brand's past and future ([see story](#)).



*Burberry Regent Street store. Image courtesy of Burberry*

Along with marketing changes, Burberry is innovating its retail schedule. Starting with the September show, the brand has begun selling products in limited-edition drops.

Dubbed B Series, the streetwear-inspired monthly drop format leverages social media selling, with releases available exclusively through WeChat, Instagram, Line and Kakao ([see story](#)).

[View this post on Instagram](#)

The #ThomasBurberryMonogram long-sleeve top and the Union Jack motif bomber jacket . Click the link in bio to shop now, exclusively on Instagram for 24 hours only . #TheBSeries

A post shared by Burberry (@burberry) on Dec 17, 2018 at 2:18am PST

*Instagram post from Burberry*

In November, Burberry said its strategy to reposition itself under Mr. Tisci's vision has seen a positive response. During the six months ended Sept. 29, the label's revenues totaled 1,220 pounds, down 3 percent year-over-year, however Burberry is optimistic about the changes underway. The brand says that the media and buyers have supported Mr. Tisci's first collection, with influencers posting organic endorsements ([see story](#)).

Runner's up: Tiffany & Co.

In 2018, Tiffany continued its revamped strategy under artistic director Reed Krakoff, who has modernized the brand's image. This year saw the launch of the Paper Flowers, the brand's first jewelry collection by Mr. Krakoff, which debuted with theatrical marketing.

Efforts included a New York-wide Tiffany blue takeover ([see story](#)), a campaign film featuring an original recording ([see story](#)) and a Tmall pop-up ([see story](#)).

[View this post on Instagram](#)

#TiffanyBlue is around every corner in #NYC. Find out where with the link in our bio. : @arnold\_daniel

A post shared by Tiffany & Co. (@tiffanyandco) on May 2, 2018 at 1:57pm PDT

*Instagram post from Tiffany & Co.*

Tiffany's millennial-friendly marketing strategy also included takeovers, artistic collaborations and events aimed at providing brand experiences rather than just pushing products.

As consumers look for more meaning in their purchases, Tiffany expanded its partnership with elephant conservation organization Knot on My Planet to theaters ([see story](#)). The brand also stressed the emotional appeal of its jewelry through campaigns focused on personalization or tattoos.

In the first nine months of 2018, Tiffany has seen its sales rise 10 percent, bolstered by the new product lines and its revamped marketing image ([see story](#)).

Honorable mention: Chanel

French fashion house Chanel is similarly appealing to today's consumers by leaning into current fashion and beauty movements.

This year marked the launch of the brand's first makeup line for men ([see story](#)). The brand also announced in December that it would stop the use of exotic skins in its designs, responding to consumers' growing interest in ethical fashion.

Chanel excelled at consumer engagement, both in-store and on digital channels. From cosmetic pop-ups to the brand's embrace of user-generated content ([see story](#)), Chanel is making itself more accessible without tarnishing its image.

[View this post on Instagram](#)

@kaleteter reveals his four steps to a well-groomed look with BOY DE CHANEL #welovecoco (Repost: @kaleteter) BOY DE CHANEL Foundation in N 20 Light BOY DE CHANEL Eyebrow Pencil in Light Brown LE GEL SOURCILS Eyebrow Gel in Transparent BOY DE CHANEL Lip Balm

*Instagram post from Chanel's beauty UGC channel*

For the first time, privately owned Chanel released financial figures this year. Chanel has revealed that its sales totaled \$9.62 billion in 2017, an increase of 11 percent from the previous year ([see story](#)).

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