

APPAREL AND ACCESSORIES

Burberry taps Calvin Klein exec as CMO

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Burberry 2018 holiday campaign. Image courtesy of Burberry

By STAFF REPORTS

British fashion label Burberry has named Rod Manley its new chief marketing officer, drawing on his experience from a range of communication roles.

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Mr. Manley was most recently at Calvin Klein, where he was executive vice president, influence marketing and communications. This appointment comes as Burberry undergoes a broader aesthetic transition under chief creative officer Riccardo Tisci ([see story](#)).

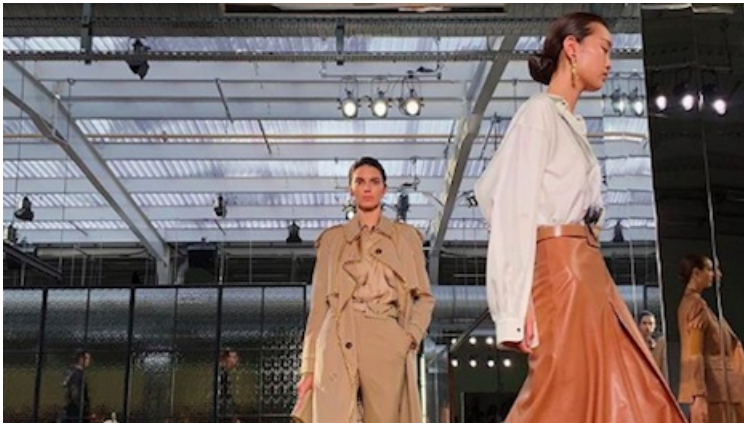
Communications change

Mr. Manley's appointment is effective Jan. 1, and he will start at Burberry on Jan. 7. Working from London, he will oversee the brand's marketing, communications and creative media operations, reporting to CEO Marco Gobbetti.

Along with experience from Calvin Klein, Mr. Manley also worked at Giorgio Armani and KCD, a media relations and creative services firm for fashion brands.

"I am delighted to announce the appointment of Rod Manley as chief marketing officer," Mr. Gobbetti said in a statement. "Rod's experience and expertise will be invaluable as we continue to strengthen the Burberry brand and position the business for growth."

Mr. Manley succeeds Sarah Manley, who spent 17 years at the company. According to Fashion Network, Ms. Manley resigned this year after former chief creative officer Christopher Bailey departed Burberry.



Burberry's runway show on Sept. 17. Image credit: Burberry

Luxury brands are increasingly leaning on less traditional forms of media, including influencer marketing, to get their message across to digitally-driven consumers.

Seventy-eight percent of marketers working in fashion, luxury and beauty report leveraging influencer campaigns, marking a 13 percent increase in the past year.

According to a report from Launchmetrics, brands are also investing more heavily in this tactic, with 60 percent of marketers expecting their budgets for influencer efforts to grow in 2018. With millennial and Generation Z consumers driving much of luxury's growth today, influencer marketing has become a key component of marketers' outreach to these digitally-native individuals ([see story](#)).

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