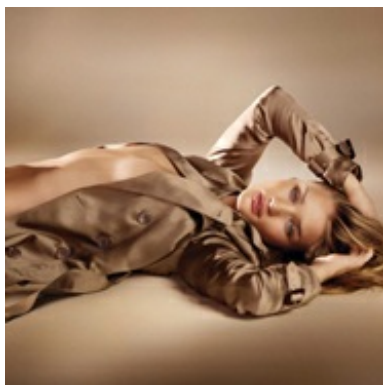


MULTICHANNEL

Burberry hits high notes with customized song for new scent

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By RACHEL LAMB

British fashion house Burberry is releasing a bespoke song today called “Rosé” for its newest fragrance Burberry Body, recorded by the band The Feeling.

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The Feeling recorded the song over the summer exclusively for Burberry at Abbey Road Studios in London. The song will be available in Apple’s iTunes store for 99 cents.

“People wear perfume as an attractant – something to make them feel good and enhance interaction with others,” said Jack Burke, president of Sound Marketing Inc., Branson, MO. “Music is much the same. It is one of our strongest memory sense, next to smell.”

Mr. Burke is not affiliated with Burberry, but offered to comment as an industry expert.

Burberry declined to directly comment on this article.

Rosie Huntington-Whiteley is the face of Burberry body.

Making the brand

Burberry chief creative officer Christopher Bailey was hands-on in this collaboration with The Feeling.

Rosé by The Feeling

“Music is a hugely important facet of the Burberry world and with the launch of Burberry Body, we wanted to create an iconic soundtrack that reflects the sensuality and attitude of the fragrance,” Mr. Bailey said in a prepared statement.

“We worked with The Feeling, a band that I have long admired, on a unique recording of Rosé at Abbey Road,” he stated. “This exclusive string version captures the mood and spirit of the Burberry Body campaign perfectly.”

The Feeling is a British pop band from Britain's Essex area, most well-known for its singles "Sewn" and "Fill My Little World."

The song is available on the Burberry YouTube page, as well as additional footage of the making of the song and some insight from The Feeling.

Behind-the-scenes footage from the recording

Burberry launched the fragrance globally in the beginning of last month and introduced eau de parfum, eau de parfum intense, body milk and body oil.

Burberry Body is described by the brand as “timeless and modern, embodying all of the qualities of the global British luxury brand.”



Burberry body

Noting a connection

Burberry has been pushing the Burberry Body fragrance for some time now ([see story](#)).

The brand first teased the scent in August, promoting it through its social media channels.

Burberry continued the promotion using email, print ads and a television commercial.

Burberry Body commercial

The TV ad campaign on Burberry.com and YouTube reaches 57 million impressions daily, according to the brand.

Burberry has been tapping musicians, actresses and popular young stars to head its Fall/Winter 2011 campaign.

For instance, its Swinging Sixties campaign for its Prorsum line has icons such as Jourdan Dunn, Thomas Penfound, Johnny George, Edie Campbell, Roy Pryor and Cara Delevingne ([see story](#)).

However, music brings a new component to the campaign.

“From the classical to modern pop and jazz, music makes the auditory connection a sensory experience,” Mr. Burke said.

“Sound adds another element to the visual aspect of the digital platform,” he said.

“Obviously the more senses involved, the stronger the connection.”

Final Take

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