

INTERNET

Burberry flaunts spring/summer line via campaign video

January 4, 2013



By ERIN SHEA

British fashion house Burberry is flaunting its spring/summer 2013 line in a video that features Posh Spice's son Romeo Beckham, the new face for the brand.

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Luxury Daily

The entire spring/summer 2013 line is displayed in a commercial-like video that runs 78 seconds in length. The video was released Jan. 3 on the brand's Facebook, YouTube and Twitter accounts.

"Video is a nice way to present items by a brand, particularly to its digital customers and the brand's fans on Facebook and Twitter," said John Casey, founder and director of [FreshFluff](#), New York.

"Video is a more lively way to present the brand's products, and it goes further than simply posting flat images of the products," he said.

"It puts some excitement, such as music and action behind the spring/summer lines."

Mr. Casey is not affiliated with Burberry, but agreed to comment as an industry expert.

[Burberry](#) was unable to comment before press deadline.

Breakout star

The young Beckham was named the new face of Burberry's spring/summer line in December. The 10-year-old is the second-oldest son of soccer star David Beckham and fashion designer Victoria Beckham.

In the video, two models show off the new line of apparel, handbags, outerwear and eyewear. The video pieces together full-length shots and close-ups of the apparel.

Romeo runs and jumps while wearing items from the spring/summer collection including a brightly-colored, classic Burberry trench coat as the two adult models stand completely still. He mugs for the camera with admirable panache.



Burberry spring/summer 2013 campaign

Romeo Beckham in spring/summer 2013 Burberry video

The video was promoted on Burberry's social media pages.

In addition, images from the campaign are displayed on Burberry's Facebook page. One image is used as its Facebook cover image.



Burberry's Facebook page

Although the video does not tell a story, the video and images will help show off the new campaign and spring/summer collection to brand enthusiasts.

“This video is a nice way for the brand to highlight its spring/summer 2013 fashion and accessories to its Facebook fans and Twitter followers, so it does add value to Burberry digitally,” Mr. Casey said.

Digital masters

Burberry is stepping up its digital and social marketing efforts.

For example, the brand rounded out its product-focused holiday efforts through a musical, animated social video that pushes the luster of its most technologically-advanced flagship store in London.

The label shared an 80-second video greeting card on a holiday microsite and via its social media channels that depicts “a festive night” inside the Burberry boutique at 121 Regent Street, London. Burberry encouraged its fans to share the video as well ([see story](#)).

The brand’s stores are also incorporating more digital and social aspects to blur the lines between their in-store and digital campaigns.

For instance, Burberry celebrated the opening of its Chicago flagship store with a physically- and digitally-immersive event that showcased weather and city residents.

The event Nov. 29 showcased Burberry’s Art of the Trench images featuring Chicagoans wearing the brand’s iconic trench coats. The images were shown in the store, around the city and across the brand’s social media ([see story](#)).

However, Burberry’s newest video may not be shared as much as other campaigns since it seems to be a showcase of products and does not contain a narrative element to it.

“The music is nice, and it does present the Burberry spring/summer line in a nice way for the brand’s digital customers, but it does not tell a story or present intrigue,” Mr. Casey said. “Videos that do are more likely to go viral.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/sCgK2B6lUmg>

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