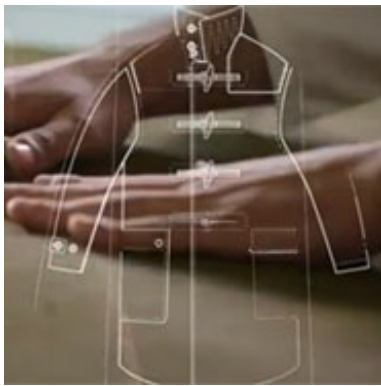


INTERNET

Burberry reveals design process via runway show teaser

January 14, 2013



By ERIN SHEA

British fashion house Burberry is showing a glimpse at the craftsmanship involved in constructing items in its autumn/winter 2013 menswear collection through a teaser video and digital promotions for the show.

Sign up now

Luxury Daily

The autumn/winter 2013 menswear show took place Jan. 12 in Milan, Italy, but the brand released the teaser video Jan. 10 to give consumers a preview of the collection. The brand is also promoting the show over multiple digital and social platforms.

“Fashion show teaser videos help to build excitement for the collections,” said Jordan Phillips, founder and director of [Lure of Luxe LLC](#), New York.

“This particular video is executed well, because it is very focused and reinforces the brand’s craftsmanship,” she said.

Ms. Phillips is not affiliated with Burberry, but agreed to comment as an industry expert.

[Burberry](#) did not respond before press deadline.

All in the details

The 55-second video shows the details of the menswear line coming together through

quick shots of close-ups on products.

This allows consumers to get a general idea of what to expect from the show and the collection without giving away too much. This likely was done to whet consumer appetite for the show.

Throughout the entire video, basic sketches are shown, materials are sewn together and finishing touches are placed on the products of the autumn/winter 2013 line.

The song “Terrible Love” by Birdy plays during the video.



Menswear autumn/winter 2013 collection

At the end of the video, the screen goes black as it reads, “Live from Milan, 12 January, Burberry.com.”

Teaser video

In addition to the video, Burberry also promoted its menswear show on its social media channels including Facebook, Twitter, Instagram, YouTube, Google+ and Pinterest.

The full show could be viewed on Facebook, Burberry World Live, YouTube and Youku in China, per the brand.

Burberry shared live images, behind-the-scenes looks and guests through Twitter during the show. The images also appeared on Burberry’s Instagram channel.

After the show, the brand is sharing the full video on its YouTube account as well as images and video content on its Facebook, Google+ and Pinterest pages. The

show soundtrack featuring British artists is available for download on iTunes.

Fashion for all

Burberry uses video quite often to target its social fans.

The label recently flaunted its spring/summer 2013 line in a video that features Posh Spice's son Romeo Beckham, the new face for the brand.

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 ([see story](#)).

Considering all of the efforts that Burberry has done to make sure its new collections are seen by all consumers, it could be losing its exclusive status.

"The company is very forward-thinking in terms of digital efforts, but I do think that a bit of the exclusivity has been lost for the brand," Ms. Phillips said.

"Initiatives such as live-streaming fashion shows certainly make sense, but I wish that Burberry would reserve more of these digital efforts for select clients and the press," she said.

"In the world of luxury, nobody wants what everybody has access to."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.