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Burberry adds personalization, digital touchpoints to autumn/winter collection

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By ERIN SHEA

British apparel and accessories label Burberry is adding personalization along with mobile and digital touch points to push its autumn/winter 2013 collection.

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Burberry began promoting the new Smart Personalization technology immediately before its autumn/winter 2013 fashion show in London. The brand has also released a video detailing the technology to further showcase its craftsmanship and innovation.

“Consumers want exclusivity, superb customer service and products well beyond what you can buy on the rack,” said Jeff Hasen, chief marketing officer of [Hipcricket](#), Seattle.

“The promotional video reinforces and even elevates the premium brand feel,” he said.

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

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

[Createthe Group](#) worked on this campaign for Burberry.

Showing the craft

Burberry's Smart Personalization helps bring the craftsmanship in apparel and accessories shown on the runway to the consumer.

This made-to-order service offers custom outerwear and bags with engraved personalized nameplates that have a built-in technology.

The technology is able to unlock immersive video footage that retraces the creation journey of the products.

Customers are able to unlock these videos through contact with a mobile device.



Personalized content

In addition, customers can choose to have their nameplates trigger videos on large-scale mirrors at the London flagship store on Regent Street.



Video on mirrors at Regent Street store

The videos will show the item's production through original sketches, runway edits and craftsmanship and personalization images. This helps the brand show off the process that goes into each design and product.

These products will be available on Burberry's Web site for two weeks after the fashion

show, which took place Feb. 18.

The brand has also released a video to help show off the Smart Personalization technology.

The 90-second video shows consumers what this technology is able to do in a simple manner. It was released the day before Burberry's fashion show Feb. 17.

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Embedded Video: http://www.youtube-nocookie.com/embed/gUD_ZPwiAvk

Burberry introduces Smart Personalisation

Personal touch

Adding a personal touch to any kind of luxury product can help boost its value in the eyes of the affluent consumer.

Other luxury brands have engaged personalization tactics in mobile and digital platforms as well.

For instance, British automaker Rolls-Royce Motor Cars aimed at aspirational owners through an update to its Phantom mobile application on which users can create their own Phantom Series II vehicle ([see story](#)).

Also, Danish brand Georg Jensen engaged savvy consumers by combining augmented reality, animation and video in its Fusion Ring mobile app available on the iPad. The app allows users to build their own Fusion Ring and watch it come together from multiple angles ([see story](#)).

Offering consumers the opportunity to personalize their items reinforces the luxury status of the product, the shopping experience and the brand.

"Personalization is everything for a luxury brand," Mr. Hasen said. "The shopping experience clearly is not for everybody, and that is the point."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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