

IN-STORE

Burberry fetes London flagship with ticketed concert series

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By TRICIA CARR

London-based fashion house Burberry is establishing its global flagship store as an entertainment venue with a new ticketed concert series called “Live at 121 Regent Street.”

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Luxury Daily

The label will hold its first concert April 23 featuring award-winning British rock band Kaiser Chiefs with more acts to be announced later this year. Unlike a public performance, Burberry’s concert series – where tickets are free – is likely to gather brand loyalists and devoted music fans to experience one part of the brand.

“The marketing strategy for Burberry is to connect the brand with creativity and to the local community through music, film and art while driving targeted traffic to their flagship store,” said Ryan Hattaway, president of [Mogul Media Group](#), Miami, FL.

“By aligning the brand with creative culture, Burberry will create an emotional experience for guests and increase brand awareness and relevancy in the local market,” he said.

“As a global brand, it will allow Burberry to create a more intimate connection with the local community by aligning the brand with creativity, which unites people around common interests in the store in hopes of converting them into customers.”

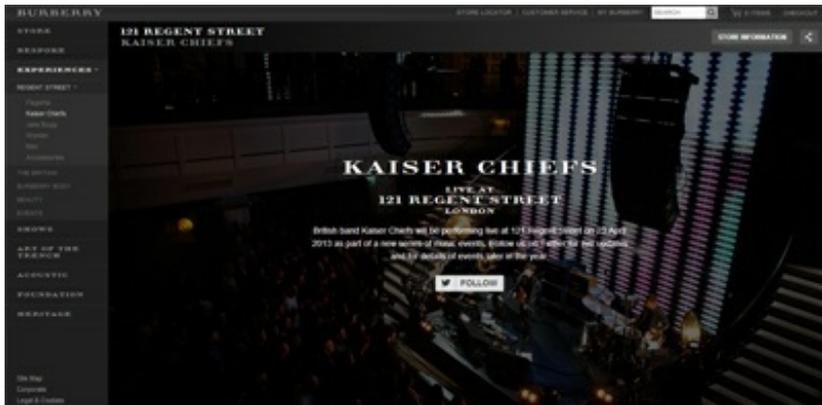
Mr. Hattaway is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry declined comment.

Music to my ears

Burberry will offer free tickets to the first Live at 121 Regent Street event through its Web site.

The event series is currently featured at the bottom of the homepage. A click-through brings consumers to a special section of the site that tells consumers to follow the brand on Twitter for ticket updates.



Concert site

Consumers can apply for free tickets when available.

Embedded Video: <http://www.youtube.com/embed/1NxDFvPZjDM>

Concert teaser

Burberry's Regent Street store is set up for performances since it contains a retail theater space.

Previously, Burberry invited consumers to the first music event held at the store Jan. 31 with British singer/songwriter Jake Bugg.

More than 800 influencers and consumers attended the event including British models Cara Delevingne, Amber Le Bon, Zara Martin and Rob Pryor; British actors Jack Whitehall, Harry Treadaway, Bonnie Wright, Alexandra Roach and Gemma Chan; and British musicians One Night Only, Kill it Kid, Life in Film, Southern, Rory Cottam, Joe Dempsey and Rae Morris ([see story](#)).

All of Burberry's live performances at the Regent Street are part of its ongoing music initiative Burberry Acoustic. The program launched in June 2010 to leverage the brand's heritage of founding, developing and supporting emerging British talent, per Burberry.

Artists are selected by chief creative officer Christopher Bailey.

Testament to technology

Burberry opened its most technologically-advanced property in September at 121 Regent Street.

The London flagship store was designed to increase customer engagement and in-store sales through a digital and tactile experience that shows off the brand heritage.

Key features of the store include 100 screens, the tallest indoor retail screen in the world and 500 speakers.

Burberry announced at the time of the store opening that it would host established and emerging talent in music, film, theater and art ([see story](#)).

In addition to Burberry Acoustic events, the label is drawing foot traffic to the flagship store through other efforts.

For example, Burberry launched its new Smart Personalization technology right before its autumn/winter 2013 fashion show to help 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.

Customers can choose to have their nameplates trigger videos on large-scale mirrors at the Regent Street store. The videos will show the item's production through original sketches, runway edits and craftsmanship and personalization images ([see story](#)).

"Burberry has earned a reputation for being the most innovative fashion marketer," said Chris Ramey, president of [Affluent Insights](#), Miami. "Their stock price has responded in-kind.

"It used to be that sales and discounts drove customers to a store," he said. "Now, customers are applying to visit the store – the latter is more effective for driving desire and sales.

"Rarity increases value, so the event is more valuable because it is limited."

Final Take

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