

ADVERTISING

Burberry pushes children's collection to baby-minded consumers

July 25, 2013



By ERIN SHEA

British fashion house Burberry is pushing its autumn/winter children's collection to consumers enthralled by the arrival of the Duke and Duchess of Cambridge's son.

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The autumn/winter children's collection and promotions feature runway-inspired kids' apparel that resembles Burberry's autumn/winter collection for adults. The label is likely aiming to reach a baby-minded group of customers who are consumed with the news of the royal child, now named Prince George of Cambridge.

"Burberry has been extremely timely in pushing this video, related to both the royal baby birth, as well as getting out there before competitors," said Lauren Klostermann, head of industry for fashion at [Blue Moon Works](#), Denver, CO.

"I love how this video mimics the men's and women's campaign clothing, which certainly ties into consistency across the campaign, as well as the children's stills on the homepage which are black and white like the video," she said.

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

[Burberry](#) declined to comment directly.

Mini kisses

The children's autumn/winter campaign is done in the same style as the adult autumn/winter collection and conveys the overall theme of the adult "Trench Kisses" campaign.

Burberry is pushing its autumn/winter 2013 campaign through images and a video that feature celebrity couple Sienna Miller and Tom Sturridge.

The brand presented the campaign images and the video titled "Trench Kisses" through its social media platforms to reach its followers ([see story](#)).

The 35-second video for the children's collection begins in a similar way as the adult video.

First the children are shown individually. A girl wears a heart-printed dress and then the screen cuts to a boy wearing a suit and holding a Burberry-check umbrella.



Video still

Then, the children are pictured in iconic Burberry coats and are side-by-side, but divided by a wall.

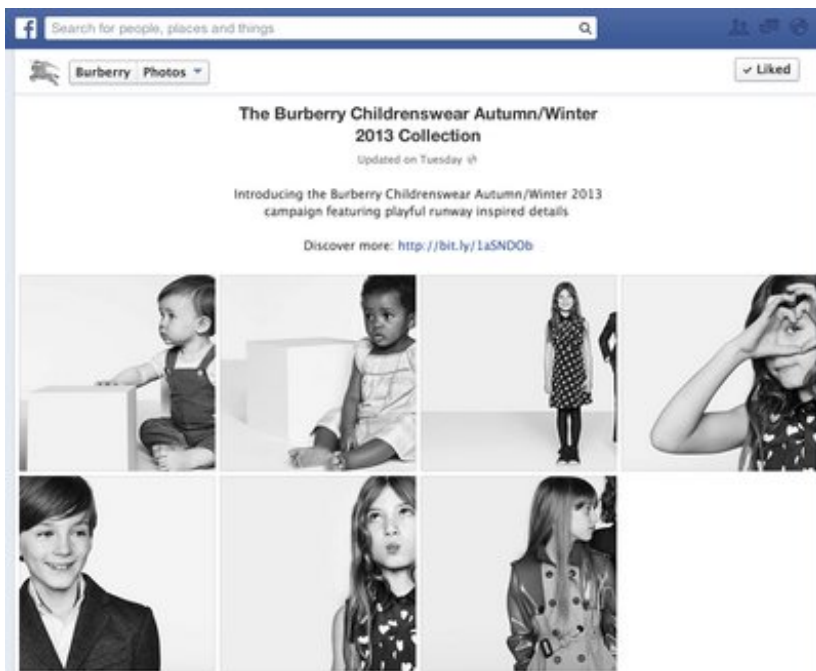
The boy and girl are then shown next to each other as the video cuts to short action shots of the children making playful gestures to the camera. A girl in a trench coat gives a kiss to the camera.

The last sequence shows the girl leaning on a wall as the boy runs around the wall and comes over to kiss her on the cheek. The girl smiles and the boy runs from one side of the screen to the other as the Burberry logo appears.

Embedded Video: [//www.youtube.com/embed/RRncBpsE2DA](http://www.youtube.com/embed/RRncBpsE2DA)

"Burberry Childrenswear - The A/W13 Campaign"

In addition, Burberry posted images from the collection in an album on its Facebook page. The album has received more than 18,000 "likes" and has been shared approximately 600 times.



Facebook album

Baby fever

Burberry is not the only brand to get in on the royal baby-themed promotions.

Harrods, Thomas Pink and other luxury marketers are celebrating the birth of the Duke and Duchess of Cambridge's son through social media promotions to stay connected to consumers.

Immediately after the baby's birth, luxury marketers in Britain and Europe released special messages to welcome the new member of the royal family. Many brands are aiming to turn the happy occasion into sales and exposure by being an active part of the royal baby conversation on social media (*see story*).

"Burberry is extremely consistent in creating campaign videos, and right now, considering there are 228 million results in Google for the term 'royal baby clothing,' Burberry is looking to be in the right place at the right time," Ms. Klostermann said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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