

INTERNET

Burberry pushes iconic products via weather-themed email

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By ERIN SHEA

British fashion house Burberry is promoting its iconic trench coats and other waterproof products through a weather-themed email campaign to get consumers out of the summer mindset.



The label sent out an email with the subject “Let it rain,” which set the tone for the number of weather-protection apparel in the body of the email. Although email could be considered outdated with the influx of new media, email can be an important medium for delivering strongly branded messages to fans.

“Burberry is an established brand with a loyal following,” said David Schwartz, CEO of [SOS eMarketing](#), Los Angeles.

“As long as its products and brand extensions make sense to its core values, Burberry can be successful in adding to the value of the brand rather than diminishing it,” he said.

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

[Burberry](#) declined to comment directly.

Let it rain

The subject of the email, “Let it rain,” helped set the tone for the rest of the message, which is broken into different sections.



Burberry email

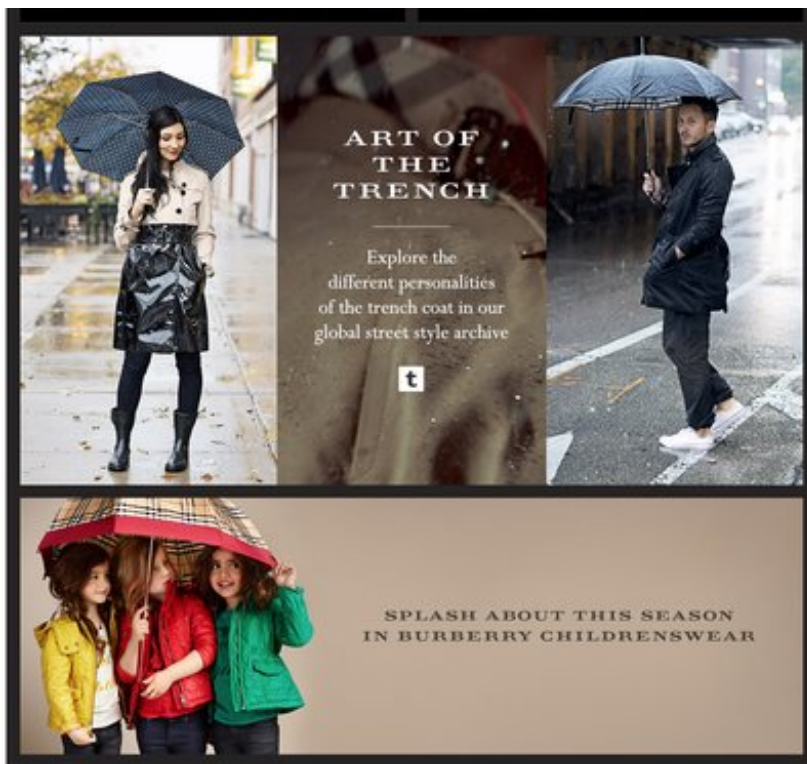
The first section shows off Burberry’s autumn/winter campaign featuring actress Sienna Miller and actor Tom Sturridge. This section features the headline “Whatever the weather,” and tells consumers to click through to view trench coats and waterproof accessories.

Below that image is one section featuring men’s and women’s rainboots and another offering men’s and women’s umbrellas. Consumers can click through to go directly to Burberry’s ecommerce site that offers those products.



Women's rainboots

Below the fold, Burberry shows off pictures from its “Art of the Trench” Tumblr. The Tumblr icon allows consumers to click through to view the blog.



Burberry email

The bottom section displays children's wear by showing three girls under a classic Burberry umbrella.

By displaying classic items, Burberry is staying true to its brand DNA while keeping it relevant in a digital medium.

"Rain-ware is an iconic Burberry product so it is effective to continue to promote the trench coat," said Brittany Seieroe, email operation specialist at [Blue Moon Works](#), Denver, CO. "This keeps a consistent brand image in front of the customer.

"Continuing to promote the trench coat reminds us of the brand's London origins," she said.

"As long as Burberry is continuing to send to the most engaged customers with relevant content, this can prove a valuable strategy."

You've got mail

Other luxury marketers have creatively used email campaigns to promote curated looks or push exclusive new collections.

For instance, U.S. fashion label Michael Kors kicked off its holiday marketing efforts through a continuous email campaign that offered recipients a click-to-purchase digital catalog or a print-out shopping list to bring in-store.

The holiday emails were sent to Michael Kors' subscriber list last November. While one message linked to a magazine-style version of its holiday catalog, a subsequent email included a personalized note from the brand, a list of nearby stores and a print-out gift list ([see story](#)).

Additionally, Italian fashion house Ermenegildo Zegna gained interest for its "Ties

Around the World” collection through an exclusive email campaign as well as a Facebook image that prompted users to register for its new special project.

The email invited consumers to a “privileged preview” of the brand’s project, which is a limited collection of ties in a tribute to the most iconic cities in the world. A similar Facebook post appeared that asked users to register to be the first to see the ties ([see story](#)).

Although email campaigns can help brands reach only those consumers who are interested in the brand, many consumers are not paying attention to their emails since they receive so many.

In order to stick out from others, brands must create an attractive subject line.

“Consumers care only about email subjects they are interested in,” SOS eMarketing's Mr. Schwartz said. “In email marketing, the subject lines are now even more important than the brand in the from line because of the vast amounts of emails.

“It’s an old technology, by Internet standards, but email marketing and messaging is still relevant,” he said.

“What's changing about it is the quality of the message must be equally as relevant to each individual recipient.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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