

MOBILE

Burberry partners with Apple to showcase fashion show on iPhone 5S

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By ERIN SHEA

British fashion house Burberry is partnering with Apple to showcase its upcoming spring/summer 2014 collections through images and video captured on the new iPhone 5S.

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Leading up to Burberry's spring/summer show Sept. 16, the brand has been posting images and videos from the iSight camera on the iPhone 5S. Burberry is likely to see an increased interest in its spring/summer show due to its partnership with Apple during the hype of a new iPhone release.

"Burberry seems to have established a name for itself among luxury brands as very tech-savvy and digitally strategic thinking," said Melody Adhami, president and chief operating office of **Plastic Mobile**, Toronto.

"This partnership furthers that reputation, as well as presents an opportunity to engage with fans and customers in a fun and social way," she said.

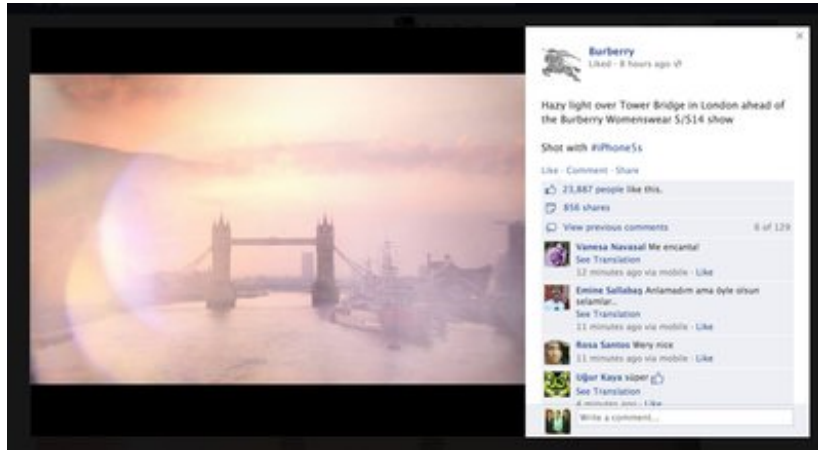
Ms. Adhami is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry was unable to comment directly.

Eyes on the city

Burberry is using the new iPhone 5S to take pictures and videos before, during and after its spring/summer 2014 fashion show.

The brand is posting images on its social profiles to boost interest in the upcoming show. Also, Burberry is using the hashtag #iPhone5S to join in the bigger conversation about the new release of the phone.



Facebook post

Furthermore, the brand released a teaser video for its fashion show that was shot on an iPhone 5S.

The 100-second video shows an upclose look at the fabrics and sketches while “Changing Faces” by Clare Maguire plays.



Video still

Throughout the montage of images and video, Burberry shows off its Smart Personlisation technology and shows hands putting the final touches on the new collection.

As the video is ending, two titles are shown on the screen that say, “Shot with,” and then, “iPhone 5S,” in its branded font.

Before the screen goes black, it gives the details of the upcoming show.

Embedded Video: [//www.youtube.com/embed/4iL5ceRxp4A](http://www.youtube.com/embed/4iL5ceRxp4A)

The Burberry Womenswear S/S14 Teaser - shot with iPhone 5S

Tech runway

Other brands have used technology to engage fans in fashion shows.

For instance, German label Hugo Boss generated buzz for the live stream of its Shanghai, China-based Boss label runway show with a video campaign that ran across digital, mobile and social media.

In April, the brand released the first phase of the “Shanghai Affairs” campaign so that consumers could watch the premiere episode of a video series and sign-up for email updates on the runway show. The video introduced a story as well as two limited-edition pieces that appeared on the runway and, for the first time, be available for purchase online during the show ([see story](#)).

Furthermore, British fashion house Belstaff optimized its New York Fashion Week runway show stream so that consumers could view the live footage and an adjoining Twitter hashtag feed via desktop and mobile devices.

The Belstaff autumn/winter 2013 show Feb. 11 took place at the IAC headquarters in New York with audience members including Simon Doonan, creative ambassador-at-large at Barneys New York, and Linda Fargo, fashion director at Bergdorf Goodman. At the same time, consumers at home could view Belstaff’s first-ever pre-show with host and fashion blogger Bryanboy and the runway presentation via a Web application powered by BumeBox ([see story](#)).

However, Burberry is taking the technology factor a step further by partnering with a big name company.

"Ultimately, I think having two tier-one brands with some cross-section in target markets working together adds value for both companies," Ms. Adhami said.

"For Burberry in particular, I think it allows the brand to stay current and in the news, piggyback off the Apple new device buzz and generating further excitement for the upcoming spring 2014 runway show in London," she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/pB6wd9Lxvpg](http://www.youtube.com/embed/pB6wd9Lxvpg)