

INTERNET

Burberry targets affluent male consumers with innovative suit design

October 4, 2013



By JEN KING

British fashion house Burberry is looking to attract affluent male consumers with a new type of tailoring style due to increased interest from fashion-forward men.

[Sign up now](#)

[Luxury Daily](#)

The brand's "Travel Tailoring" effort was developed to cater to the needs of traveling consumers and as an extension of Burberry's menswear collection. As more male consumers begin to place emphasis on style and fashion, brands should strive to tap this audience through specific programs that develop awareness.

"I think the video represents the Burberry brand and lifestyle very well and, for that alone, it adds value to the campaign," said Brittany Mills, vice president of client solutions at [Nervewire Inc.](#), New York.

"They are doing more than just showing the products on a model, they are also doing a great job of educating their consumers on the benefits as well, which is extremely important for luxury brands," she said.

"Consumers want more than just pretty videos and images from brands like Burberry, they want to understand the story."

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

Burberry was unable to comment before press deadline.

Sharp-dressed man

Burberry's Travel Tailoring symbolizes the brand's heritage and is viewed as an innovation of the traditional British suit.

The brand's reinterpretation of the British slim fit suit remains aesthetically the same but the new tailoring methods create a modern adaptation for consumers.

Burberry's new form of tailoring features a lightweight construction of modern canvassing, lightweight shoulder construction and memory fabrics allowing for a slim silhouette with increased mobility.

The Travel Tailoring suit is priced from \$1,295 and comes in four colors: navy, mid-grey, mid-grey melange and dark grey melange.

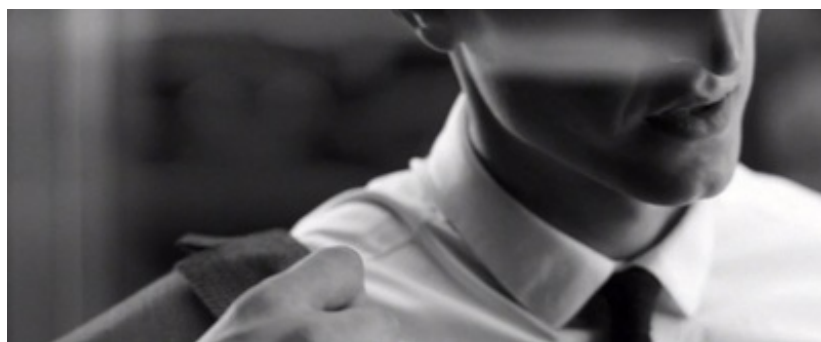


Burberry's Travel Tailoring suit collection

To increase consumer awareness for its new line of suits, Burberry has been using its Facebook and Twitter to generate a conversation with male fans.

A click-through on a link found on Burberry's Facebook page brings consumers to the brand's Web site where they are prompted to view an interactive version of the Travel Tailoring suit via video.

Shot in London in black-and-white film, the video begins with a man putting on his suit jacket. As he adjusts his cuffs, the video pauses and tells the viewer to move the cursor across the screen to reveal the technology.



Burberry video still

The first pause reveals the suit's memory fabric that is woven of 100 percent Merino wool and will supposedly not lose its shape. The video continues to follow the man as he exits a restaurant and begins walking down the street carrying a Burberry bag and umbrella.

Halfway through, the video pauses again to show the viewer a second technology, the Motion Canvas, a construction method invented by Burberry. Motion Canvas allows for movement and comfort as the suit flexes with the man's body.



Burberry video still

As the video continues, the viewer sees the man hailing a cab in a rainstorm. The video pauses a third time to reveal another Burberry technology, the engineered shoulder, which creates structure and increases the fluidity of movement.

The video concludes with the man checking his watch and driving off in the cab.

Embedded Video: [//www.youtube.com/embed/caZiePpuCvQ](https://www.youtube.com/embed/caZiePpuCvQ)

"Introducing Burberry Travel Tailoring" video without the consumer interactive feature

The final frame invites consumers to request an appointment to try on the suit in-store with a Burberry specialist or shop the collection via the brand's ecommerce site.

When browsing Burberry's ecommerce site, consumers are able to view a short product video displaying different angles of each suit, read a brief description and call or live chat with a customer service representative.

Seriously sartorial

Brands have started to dedicate more promotional resources to men's fashion.

For example, French label Christian Dior is targeting affluent men with a new video for its ready-to-wear fall/winter collection that focuses on complex emotions of men while they play a game of pool.

The video titled "The Players" features a number of men playing pool while wearing the new ready-to-wear items. By showing the clothing in a setting with a well-known game, Dior is able to show men how this apparel fits into their own lifestyle ([see story](#)).

Menswear brands have highlighted expert craftsmanship as a way to appeal to affluent consumers.

For instance, British menswear label Alfred Dunhill is showcasing its new customization service in a video and social media posts to highlight the details of the tailoring experience.

The "Experience Custom" video details the process of having a suit custom tailored by the label. Dunhill may see an increased interest in customization by giving consumers an

idea of the brand's dedication to having a suit fit correctly ([see story](#)).

Brands can position their heritage and craftsmanship through the use of social videos.

"This video supports Burberry's heritage in many different ways," Ms. Mills said.

"Being shot in London and creating a very classic and functional story at the same time is all very true to what Burberry is all about," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/CPhYHc1y_sc](https://www.youtube.com/embed/CPhYHc1y_sc)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.