

INTERNET

Burberry delivers faster fashion with ecommerce feature

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By SARAH JONES

British apparel brand Burberry is allowing consumers to purchase pieces from its fall menswear collection immediately after the runway show.



Consumers were able to “Shop the Runway” following the brand’s London Fashion Week show Jan. 8, and the collection will be available through Jan. 22. By shortening the time between collection presentation and commerce, Burberry is able to give consumers a unique experience of owning an item long before it hits store shelves.

"Burberry is clearly trying to bridge the gap created when industry events like fashion week presentations became open to the masses through online coverage and livestream," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York.

"Its 'shop the runway' feature encourages impulsive purchase at the moment of first exposure, when items still carry the novelty tag," she said.

"By allowing only two weeks window for purchase, Burberry is creating a sense of urgency among customers, which is a strategy successfully tested by the numerous private sale e-commerce sites."

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

Burberry did not respond by press deadline.

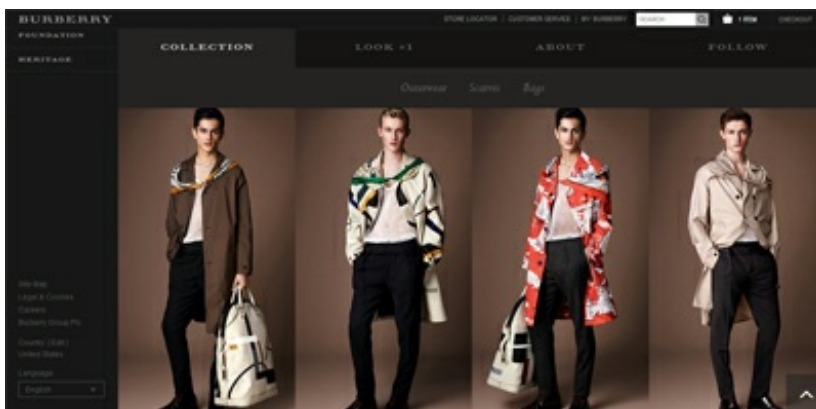
Instant gratitude

Burberry live-streamed its menswear show on its Facebook page. At the top of the feed, the brand included a link inviting fans to “Shop the runway after the show.”



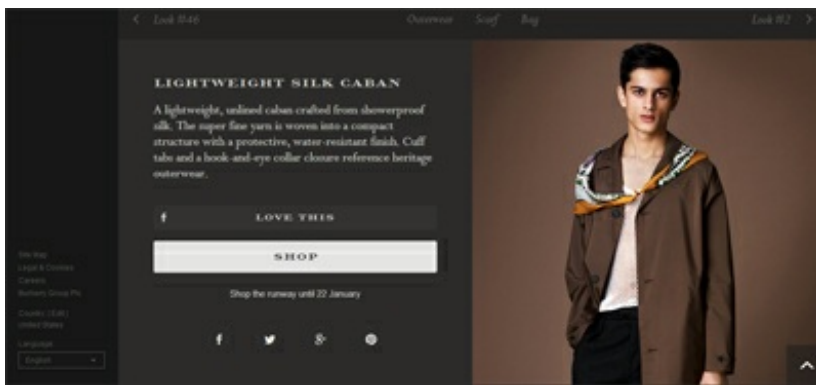
Facebook post from Burberry

The link takes consumers to a page on Burberry’s Web site showing a video of the runway show. Below that are tiles showing looks that came down the runway and images of individual accessories.



Burberry ecommerce site

When a user clicks on one of the photos, an overlay gives the details for each item the model is wearing, giving the consumer the option to “love it,” or like it on Facebook, or “shop.” Below the shop button are sharing buttons for Facebook, Twitter, Google+ and Pinterest.



Burberry ecommerce site

Because production will not have occurred yet, Burberry is making each item on an individual basis, allowing consumers a greater degree of personalization. The brand informs consumers that this service is available below each product.

Next to the collection pieces are tabs that allow users to learn more about the collection. Burberry tells readers that this collection was inspired by British decorative arts, and features some items that are hand painted. Maps also appear throughout the collection as scarf prints and cutouts on bags.

A follow tab includes photos of the show, from backstage shots to celebrity guests arriving outside the venue.

This approach is similar to what Moda Operandi does for a number of fashion brands, shortening the length of time between presentation and commerce. Some items that a designer creates for a runway show never get produced, so this gives fans of Burberry the opportunity to own a runway item if they desire.

"The effort to synchronize the show with the eCommerce site as well as Facebook promotion is terrific but a great deal of effort," said Kelly Cooper, marketing manager for [ShopIgniter](#), Portland, OR. "Having said that, it is well worth the effort if consumers are excited by the new collection as they will certainly take action.

"To take this innovative approach to the next level, I would recommend that Burberry follow up its Facebook show promotion with a video carousel of trending and/or the most popular pieces in the new collection, showing clips of them on the catwalk with links to their site," she said.

"This will help further drive engagement, shares and extend the longevity of the collection's introduction."

Fashion technology

Burberry finds new ways to incorporate technology into its runway collections to generate excitement among its fans.

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

Leading up to Burberry's spring/summer show Sept. 16, the brand had posted images and videos from the iSight camera on the iPhone 5S. Burberry likely observed an increased interest in its spring/summer show due to its partnership with Apple during the hype of a new iPhone release ([see story](#)).

Also, Burberry is focused on giving its consumers an individualized, personal experience through its clothing.

British apparel and accessories label Burberry added personalization along with mobile and digital touch points to push its autumn/winter 2013 collection.

Burberry began promoting the new Smart Personalization technology immediately before its autumn/winter 2013 fashion show in London. The brand also released a video detailing the technology to further showcase its craftsmanship and innovation ([see story](#)).

Burberry's core consumers will respond well to this promotion, wanting to get their hands on the latest season's offerings first.

"The feature is targeting the core Burberry fans, who care less about the seasonality of items," Style Coalition's Ms. Ziv said.

"Many items come with personalization features, making Burberry almost a bespoke brand," she said. "It's about being among the first to own a coveted Burberry item and have the privilege of your name on it.

"It is a smart strategy for a digital savvy luxury brand, who creates exclusivity using new technologies versus relying on the old school tactics only."

This will likely differentiate Burberry among other fashion brands due to the uniqueness and novelty of this instant ecommerce.

"Burberry is upping the competitive ante with this move, allowing people to shop right after its show," ShopIgniter's Ms. Cooper said.

"The collective memory is getting shorter, and with Facebook comments like, 'I'll take the entire collection, to-go please,' it makes a lot of sense to capitalize on the momentum and strike while the proverbial iron is hot," she said. "Moreover, it continues to illustrate Burberry's innovation – both in its collection and its marketing."

Final Take

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