

IN-STORE

## Saks teams with Burberry for digital beauty event

March 28, 2014



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By JEN KING

Department store chain Saks Fifth Avenue is aiming to increase foot traffic to its New York flagship's beauty department through an in-store event featuring British apparel label Burberry's newly launched cosmetics collection.

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**Luxury Daily**

Saks' Burberry Beauty Booth event March 28-29 will allow consumers the chance to be made up by a Burberry backstage make-up artist. The personalized attention each consumer will receive is likely to create loyalty and repeat visits to the retailer's beauty department due to the level of customized treatment.

"Saks was right on target when they first announced the Burberry digital Beauty Box a few weeks ago," said Dave Rodgerson, retail business development executive at [Microsoft Canada](#), Toronto. "They hit the mark with loyalty drivers like exclusive notice to a small group of customers.

"The other highlight was the behind-the-scenes look at what went into the program," he said. "Each of these are key drivers of loyalty in the retail consumer space and they were successful in making a big splash with that event."

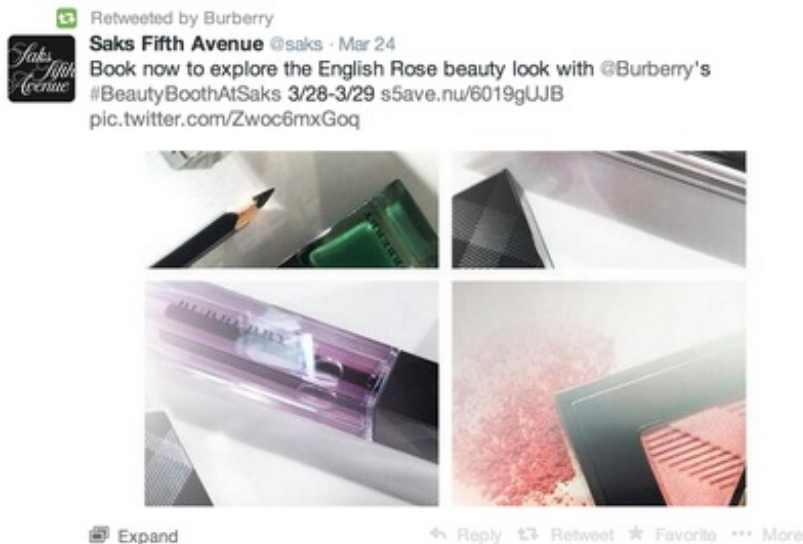
Mr. Rodgerson is not affiliated with Saks, but agreed to comment as an industry expert.

Saks did not respond by press deadline.

## Beauty booths

To spread the word about its in-store beauty event, Saks turned to social media to post the details. To further expand the reach of Saks' tweet, for example, Burberry retweeted the post to its followers to ensure maximum exposure.

Saks' post include an image of Burberry's spring/summer 2014 beauty collection and a link to the retailer's Web site to find out more information.



## *Saks tweet for the Burberry event, retweeted by Burberry*

To track conversations and impressions from the event Saks is using the hashtag #BeautyBoothAtSaks to promote a conversation among attendees and fans of both the retailer and Burberry.

Burberry Beauty Box attendees will have the opportunity to discover the brand's English Rose beauty collection and the spring/summer 2014 runway look in person with the help of a backstage make up artist. The collection features lipsticks, eye shadows and nail polishes in "luminescent shades of rose pink and sage green [that] reflect the runway palette, presented in a spectrum of textures."

The British apparel label built awareness for its English Rose collection by presenting the full look of its ongoing spring/summer 2014 collection campaign with a social video that married the marketer's fashions, runway show and cosmetics to create a well-rounded image ([see story](#)).



**BURBERRY**  
#BeautyBoothAtSaks



*Promotional image for Burberry's Beauty Booth at Saks*

While attending the event, consumers will also have the chance to experience the new Burberry Beauty Booth, a digital innovation that is exclusively available at Saks' Fifth Avenue flagship location.

In recent months, Burberry has sought to further digitalize its presence as the brand launched its first beauty collection. Although the Saks' installment is on a much smaller scale, Burberry opened a new digitally enhanced retail location.

The Burberry Beauty Box, located in London's Covent Garden, carries Burberry's beauty, fragrance and accessory lines, and offers consumers the ability to discover the brand's cosmetics through both sales associate consultations and digital touchpoints, including mobile checkout ([see story](#)).

Saks is likely to benefit from this addition to its beauty department because it encourages consumer interaction. Also, the event and Burberry Beauty Booth will drive foot traffic among consumers interested in checking out Burberry's innovative counter experience and view the cosmetics range in person with the help of a brand-trained beautician.

## Eventful departments

Saks has created other events to celebrate the introduction of a new aspect, product or floor subsection, of its Beauty on One department in the past.

For example, the retailer boosted foot traffic to its New York flagship's redesigned fragrance floor through a series of fragrance-themed events intended to draw aspirational consumers.

The fragrance floor's redesign opened on Sept. 26 amid various events and giveaways that celebrated the occasion. Renovating a space can enliven a retailer's identity while accompanying events can maximize exposure for the new area ([see story](#)).

Many brands have embraced the growing trend of digital beauty tutorials.

For instance, French atelier Christian Dior is letting enthusiasts become backstage pros by visiting its Backstage Makeup School to explore new products through content and tutorials.

Dior is directing fans of its cosmetics to the microsite through its Backstage Pros' Instant Beauty Solutions product promotions on its social media pages. The brand's Backstage Makeup School featured a range of products to allow consumers to find more of what suits their personal style, while learning more about what the brand offers ([see story](#)).

To promote the event, Saks would have benefited from increase content and giving more information to further pique interest and get consumers in the store.

"The current event, promoted on the Saks Web site for March 28-29, is very pale by comparison [to Burberry's Beauty Box]," said Mr. Rodgeron.

"There's very little detail that highlights the content and the graphics look rather plain," he said. "It's as if they're relying on the Burberry name alone to make the impact.

"The in-store execution may be great, but the graphics illustrated in the ad leave me wanting more, especially when I knew what a great story they had to tell. It's a great example of how the Web relies so heavily on active content. If they're only going to use it as a digital simulation of a newsprint ad, then the response will fall short."

## Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/AtQxvT-PGLo](https://www.youtube.com/embed/AtQxvT-PGLo)

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