

INTERNET

Burberry includes consumers in Shanghai journey with social media

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Twitter photo from Burberry

By SARAH JONES

British fashion label Burberry is celebrating the opening of its Shanghai flagship store with an immersive theatrical event.

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To connect with consumers in the store's market, the brand will be posting content on Chinese messaging platform WeChat, with which Burberry has a digital innovation partnership. Leading up to the event, Burberry has included its global followers in the preparation, posting a series of photos of the journey from London to Shanghai.

"Burberry is trying to tell an interesting story by capturing the journey from London to Shanghai as opposed to just saying, we've opened a new store with a press release," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer.

"The brand is trying to spread awareness of the new store, distribute relevant content across their social accounts, drive interactions around its opening and tell a memorable story to help bring a narrative to the store opening," he said.

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

Burberry did not respond by press deadline.

Digital retail

Burberry's new flagship, the eighth store in Shanghai for the brand, is located within the Kerry Centre. The design of the store was based on the brand's global flagship at 121 Regent Street in London, with nods to the label's British heritage and craftsmanship details.



Burberry Shanghai flagship

The Regent Street store's digital experience has also been translated for Shanghai. Burberry's three level store is designed to be an event space, entertainment center and store.

Forty screens and 130 speakers will play brand content, creating a new version of the label's Burberry Retail Theatre concept. Also providing entertainment, events will be held at the Shanghai store and broadcasted via live-stream to the brand's global audience.

Burberry has woven radio-frequency identification technology into select clothing and accessories to further incorporate technology into shoppers' experience. When placed in front of a mirror, multimedia content, including runway footage and product videos, automatically appears.



Interior of Burberry's Shanghai flagship

Using mobile checkout devices, sales associates will be able to pull up consumer preferences, giving them a tailored shopping experience.

To drive more traffic to the newly opened store, Burberry created a limited-edition collection of men's and women's apparel that will retail exclusively at the Shanghai store beginning April 25.

On April 24, Burberry is hosting an event in Shanghai that will allow consumers to experience the brand's heritage, connection to music and originality. During the event, Burberry will provide special content to its followers on Chinese social platform WeChat.

For its followers on other social media platforms, the brand has taken them along for the journey from London to Shanghai. Through images and videos, the label shared what it saw as it left its home and traveled to China.



Instagram post from Burberry

Across Instagram, Twitter and Facebook, Burberry posted images of London first, and then Shanghai. Adding variety, one Vine post is a time lapse video showing the sun falling on London and rising on Shanghai, which was then republished across the brand's accounts.

Embedded Video: <https://vine.co/v/M1jax7blnua/embed/simple>

Burberry video on Vine

Toward the end of the journey, Burberry focused on the show preparation, sharing sketches that inspired the event and an image of a microphone.

Social content

Burberry's Shanghai flagship will include a beauty area, reflecting the emphasis the brand has been placing on its cosmetic and fragrance collections.

The label recently opened a new digitally enhanced retail location to showcase its recently launched beauty line.

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. By creating a space specifically for its beauty line, Burberry is able to encourage consumer interaction with its beauty products, drive sales of the new line and test out new retail tactics ([see story](#)).

Burberry has frequently used social media to announce news to its fans.

The fashion house further asserted Instagram's importance for fashion brands by unveiling the faces of its upcoming fall fragrance campaign on the platform.

Burberry's new fragrance campaign's faces are British models Kate Moss and Cara Delevingne. Although no details of the fragrance itself have been revealed besides it being an addition to Burberry's established women's perfume line, Ms. Moss' and Ms. Delevingne's celebrity status will propel and maintain interest in the campaign ([see story](#)).

While Burberry could have placed its focus on China-specific social media, including its entire audience allows them to see what the brand is doing elsewhere in the world.

"By tying in Burberry's global social accounts, the brand is able to drive attention to their localized efforts and in this case that's in China," Mr. Honigman said. "Their global accounts with large and engaged audiences will help drive awareness to Chinese users of Burberry's presence on WeChat.

"Since WeChat is one of the most widely used social networks in China and Asia, it's important for Burberry to have an active presence on the platform and drive traffic to this platform," he said. "It's all about creating a relevant community for this new store, which is why a storyline was created around the Shanghai store opening."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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