

Personalized fashion straight from the catwalk unlocks extra content when scanned



The Netherlands has already provided a way for retailers to turn online video into an opportunity for online sales through the [VideoDeals](#) system. The recent release of UK fashion designer Burberry's Autumn/Winter 2013-14 collection has included similar technology with the [Runway Made to Order](#) service, which enables consumers to purchase tailored goods straight from the catwalk, personalized with tags that unlock digital content.

Previewing the collection last month, fans were able to watch the launch live via video stream on the company's website. If they saw a piece they liked, they could click to add it to their basket and make a purchase as soon as the show had finished. Burberry promised to deliver the handmade goods within nine weeks of order, meaning that those watching the show will get items from the collection before it is launched in shops. When they do arrive, the pieces will come with a personalized metal tag engraved with the customer's name. When scanned with a smartphone, the tags will unlock video content detailing the process the item went through – from material sourcing to the finished product. Additionally, customers at the Burberry store on Regent Street in London can walk past large mirrored screens in their outfit to trigger a video about their personalized garment. The following video explains more about the campaign:

By making the launch more interactive for consumers and offering customized tags to make each item more special, Burberry have created a unique way for consumers to purchase goods and engage with the brand. How else can new technology help open up new avenues for business-customer interactions?

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