

About Burberry

- Enshrined in the statement, Creativity Opens Spaces, it is our shared belief that through imagination, inventiveness and ingenuity, we can push boundaries and open new opportunities for ourselves, our customers and our communities.
- Promoting a sustainable Luxury market and target ethical consumers
- Generating new marketing campaigns to increase brand exposure and brand loyalty
- Using innovative technologies to create new products and improve customer experiences
- ◆ Currently, Burberry has devoted to target customers in age 18-50, and with a focus on the Millennials and Generation Z.



Brand strategy of Burberry

- Promoting a sustainable Luxury market and target ethical consumers through effective integrated marketing communication tools;
- Generating new marketing campaigns to increase brand exposure and brand loyalty;
- Using innovative technologies to create new products and improve customer experiences, with a focus on innovative product designing and marketing strategies, so that to create differential values for customers.



Burberry

Fabric Designing

With the increasing awareness of environmental protection, photosensitive fabrics, metal fabrics, mixed fabrics and other fabrics have different forms. In the design process, Burberry needs to design different silhouettes according to the texture of the fabric, match the colors in line with the theme, and combine the extracted inspiration elements with the fabric to express the brand concept and product style characteristics.



Burberry

Fabric Designing



The choice of different fabrics also directly affects the use of tailoring techniques in clothing design. According to the characteristics of different fabrics, Burberry needs to use fabrics of different materials (cashmere fabrics, heavy wool jacquard fabrics, waterproof bonded wool fabrics, cotton satin, etc.) to match British classic windbreaker styles with various fabrics. For example, windbreakers of different silhouettes and styles, such as loose-fitting double-breasted coats, puff-sleeved single-row trench coats, open-chested sweater style trench coats, present a new trench vision.



- For product developing strategies, especially for the fashion and luxury brands like Burberry, fabric designing is a critical process.
- Apparently, the innovative fabric designing of Burberry can assist Burberry designing more popular fashion clothes to meet personalized needs of customers. fabric designing belongs to product strategy, through product innovation and development strategies, it is likely for Burberry to improve brand awareness and influence in the competitive market.