

LXFM 740 | PROJECT 2: Creating a Luxury Film for a Fashion Brand

BURBERRY X STELLA MCCARTNEY

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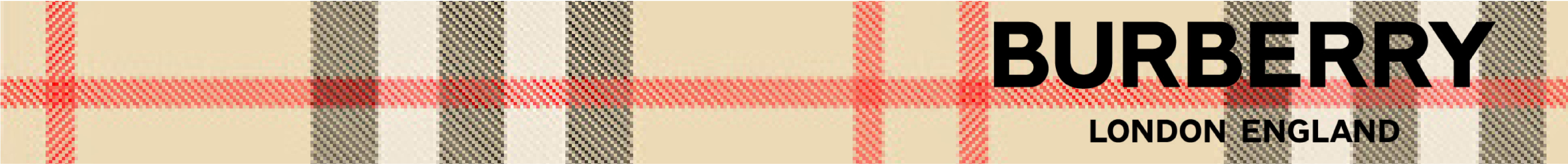




C O N T E X T

BRAND RESEARCH.....	04-05
MARKETING MATRIX.....	06-07
FILM CONCEPT.....	08-09
FILM TITLE.....	10-11
TARGET MARKET.....	12
CUSTOMER PERSONA.....	13
GANTT CHART.....	14
HASHTAGS.....	15
MOOD BOARD.....	16-17
PLOT.....	18
FILM.....	19
REFERENCES.....	20

-click on title to go to the page



BURBERRY

LONDON ENGLAND

HISTORY:

Burberry was founded in 1856 by Thomas Burberry at just 21 years old, in Basingstoke on the principle that clothing should be designed to protect people from the British weather.

In 1879 he invented Gabardine, the breathable, weatherproof, and hardwearing fabric revolutionizing rainwear, it was then patented in 1888.

The Burberry trench coat was invented during the First World War.

The Burberry check, now registered as a trademark, was introduced in the 1920s as a lining to their rainwear.

It is a luxury apparel brand mainly concentrating on innovative and functional outerwear and is currently valued at £2.5 Billion.

It is one of the 100 most trusted brands in the world and has been awarded Royal Warrants by Queen Elizabeth II and Prince of Wales.

Burberry presented a check pattern which is its extensively copied trademark. Marco Gobbetti is the CEO and Riccardo Tisci is the current creative director.

VALUES:

At Burberry, the purpose underpins the choices made as an organization. Enshrined in the statement, Creativity Opens Spaces, it is a shared belief that through imagination, inventiveness, and ingenuity, boundaries can be pushed and open new opportunities, for all. Being creatively driven, forward-thinking, open and caring, and proud of the heritage are hallmarks of the brand. These values have remained core to the brand since Thomas Burberry founded the company in 1856.

MISSION:

As part of ReBurberry commitment, changes are made throughout the company to actively address the challenges facing the fashion industry and our planet.

Re-evaluating waste throughout the supply chain. Excess fabric created during product development is donated to Italian brand Progetto Quid – a women-led, non-profit fashion cooperative providing employment opportunities to disadvantaged people.

Also, a portion of their leather offcuts is donated to British brands Elvis & Kresse, who use them to craft luxury homeware and accessories.

Eliminating unnecessary single-use plastic packaging has become a priority, which is why they have signed up for the 2025 New Plastics Economy Global Commitment.

MARKETING METRIX

PRODUCT

- » Menswear
- » Womenswear
- » Accessories
- » Bags
- » Beauty
- » Fragrance
- » Kidswear

PLACE

- » Brick and Mortars (over 475 stores in more than 50 countries)
- » Online official website (omnichannel)

PROMOTION

- » Print ads
- » Magazines
- » Social Media
- » Television commercials
- » Joint promotions: Harrods

MARKETING METRIX

PRICE

£ 150 - £13175 approximately



FILM CONCEPT

Collaboration on the eco-conscious collection between two high fashion luxury brands, Burberry and Stella McCartney.

The lockdown forces Burberry to rest. ReBurberry regains the power from Mother nature where the brand is inspired to rethink and make changes throughout their company, to actively address the challenges facing the fashion industry and our planet.

Burberry brings in another English fashion designer Stella McCartney, the firm supporter of animal rights. To create an eco-fashion collection focusing on natural resources, which are sustainable.



BEHAVIORS

- » Actively involved
- » Working professional
- » Environment enthusiast
- » Latest trend follower

SHOPPING PREFERENCE

- » Brand outlets
- » Boutique stores
- » Invests in luxury sustainable goods
- » Authentic and traditional pattern lover.
- » Functionality and comfort over anything else.

TARGET MARKET

DEMOGRAPHICS

- » 20 - 65 age group
- » High income group
 - » Royalty
 - » Celebrities
- » Young Professional (18 - 30 ages)
 - » Politician

PSCHOGRAPHY

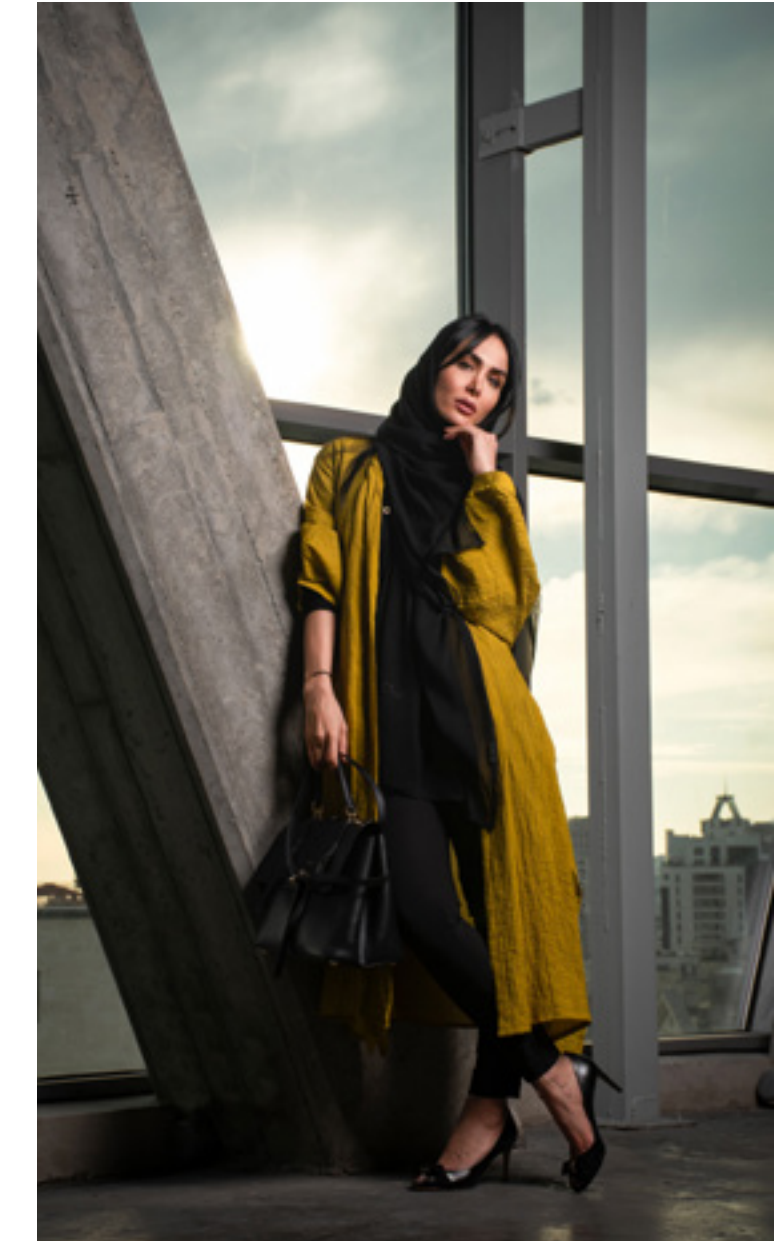
- » Classic
- » Sophisticated
- » Functional
- » Luxury
- » High fashion
- » Environmentalist
- » Eco-conscious



NAME: Jia Guo
AGE: 44
LOCATION: Shanghai, China
OCCUPATION: CEO
MARITAL STATUS: Married with two children
BELIEF: Heritage-conscious



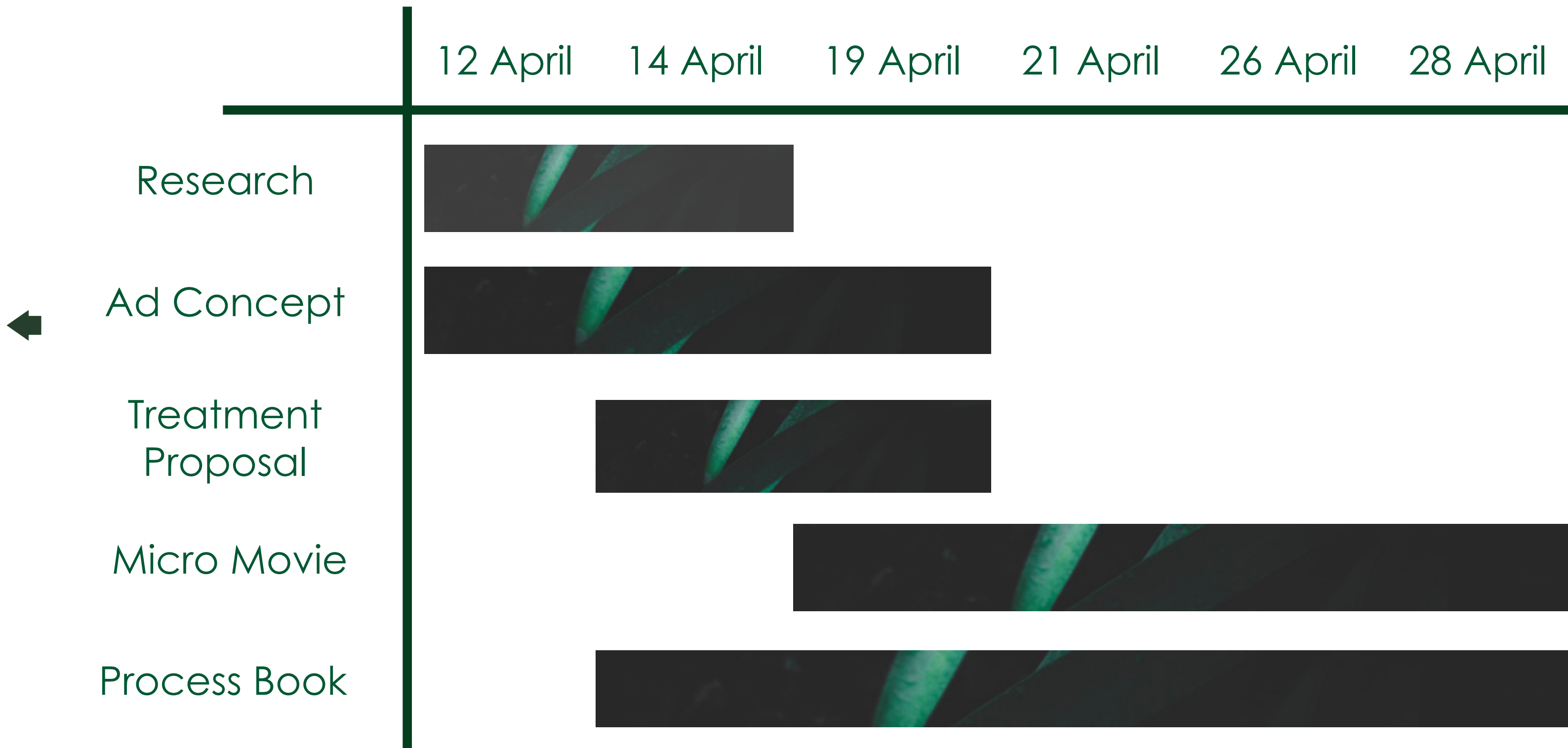
NAME: Stanley Thompson
AGE : 35
LOCATION: New York, USA
OCCUPATION: Fashion Stylist
MARITAL STATUS: Married
BELIEF : Minimalism



NAME: Karolina Maras
AGE : 29
LOCATION: Paris, France
OCCUPATION: Costume Designer
MARITAL STATUS: Single
BELIEF : Eco-conscious

CUSTOMER PERSONA

GANTT CHART



#utopiaareality
#embracenature
#forabettertomorrow
#recyclereusereduce
#burberryXMcCartney

HASHTAGS



MOOD BOARD



PLOT

← The movie will start with some nature shots of landscapes, sky, sea mountain, etc., to make viewers refamiliarize with nature's beauty.

The focus will be on showcasing the Burberry collection, made in collaboration with the eco-conscious fashion designer Stella McCartney.

The main product to feature will be Trench Coat made with organic cotton, faux leather, gabardine, etc. The collection is to feature the power of pure elements of our planet.

And ending it with a call for action statement, to do what it takes to make utopia a reality, so that we deserve to enjoy, embrace, and pursue the true beauty of nature.

FILM

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