

Burberry, The Most Digitally Advanced Company in the World
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Adam Kolb gave a presentation about the technological advancements and opportunities that the Burberry company has begun to offer. Former CEO Angela Ahrendts took over the company in 2006 and opened the company up to technological partners in order to expand the operations side of business. She did this by surrounding herself with digitally savvy young staff. The first way they embraced changing technology is through mass customization. They have an offering on their website called "Bespoke" which enables customers to make their own trench coat from scratch. The next way they expanded digitally was through digital partnerships and collaborations. They've partnered with companies such as WeChat, Apple, and Google. In their collaboration with Apple, they've decided to shoot their spring/summer 2014 fashion show with the iPhone 5s to promote their camera and the Burberry brand simultaneously. In their collaboration with Google, they've created "Burberry Kisses" which enables people to send a virtual kiss and a note to a loved one through the website. The interesting thing about this last collaboration is that they do not benefit financially from Burberry Kisses. They've also collaborated with British artists to create music videos on their website of them wearing Burberry so the customer can listen while they shop. Another way they've expanded digitally is through increased mobile optimization. They've created a program called customer 360 where each Burberry employee is required to have an iPad on them at all times while working so they can answer customer questions first hand. They have access to a customer's buying history, preferences, and much more. They have also begun to use RFID which is an electromagnetic chip that is planted in each Burberry item so the company will know where each item is at all times until the point of purchase. They've also expanded their ecommerce through their own social media website called "Art of the Trench" where photos are posted of customers happily wearing their Burberry trench coats. They've also begun to use advanced technology in their flagship store such as featuring holograms wearing the products before the customer even tries them on. Burberry is at the forefront of digital expansion and we will see many companies follow suit in the near future.