Beat: Technology

FUNCTIONREGALIA COLLECTION PRESENTED BY BURBERRY WITH PREMIERE ON SNAPCHAT

PERFORMANCE LIVE BY ALISON MOYET

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USPA NEWS - Over 1,000 guests, Burberry's womenswear Spring/Summer 2016 show took place in its custom-built show venue in London's Kensington Gardens. The collection was premiered through the first ever Snapchat Show on last Monday evening...

Over 1,000 guests, Burberry's womenswear Spring/Summer 2016 show took place in its custom-built show venue in London's Kensington Gardens. The collection was premiered through the first ever Snapchat Show on last Monday evening. The show was accompanied by live performance by British singer Alyson Moyet.

Established in 1856, Burberry is a global British luxury brand with a heritage of innovation, craftsmanship and design. The Burberry business comprises five divisions : menswear, womenswear, childrenswear, accessories and beauty. Burberry is headquartered in London and listed in the London Stack Exchange.

Burberry debuted on snapchat in February this year, when it captured key live moments from its Automn/winter 2015 Womenswear collection. Recently, Burberry shared the entire of its 'London in Los Angeles' event on the platform. The platform also, revealed real-time content from the event including live arrivals on the red carpet and front row reactions.

Burberry Chief Creative and Chief Executive Officer Christopher Bailey said 'With Snapchat, Evan spiegel (Snapchat Co-Founder and CEO) has created a phenomenal platform that captures the spirit of a moment. We are excited to be working with him to launch the Burberry Snapchat Show allowing a unique, real time view of the creation of our show which will include an unprecedented collection premier hours before it his the runway.'

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