

# Burton Launches Mobile Site



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Burton has launched its new mobile site, making shopping at the store even easier, quicker and a whole lot more convenient.

With the ability to shop on the go, customers will be able to browse and buy straight from their mobiles on morning commutes, from the pub at the weekend, or at half time during the footie. For prospective mobile customers, the opportunity to purchase items from this leading [men's clothing](#) outfitter will be more instantaneous than ever, and achievable within just a few touches. Limited edition items, and exclusive offers are more quickly and easily redeemable to those who embrace mobile. Put simply, there's not a more convenient way to shop.

The mobile site will be accessible on all handsets, including the market leaders, iPhone and Blackberry.

This move from Burton comes as more and more fashion retailers are focusing their energies, and budgets, on mobile solutions for their increasingly tech savvy and time-poor customers, something which male brands in particular are viewing as essential development in order to retain their loyal customers.

A new way to reach out and speak to this demographic, Burton anticipates that the convenience of mobile shopping will be a key driver in transitioning male customers away from the high street and develop them into online, mobile, customers.

Arguably, male interaction with brands via social media not only indicates that men are more likely to become online shoppers, but, when interacting with the brand on the move, mobile customers too.

With mobile shopping on the up, and Christmas just around the corner, it seems there's no better time than now to buy via mobile.

Following in the footsteps of other major players in the fashion industry, it's only a matter of time before Burton also develops apps of its own. With the promise of specific content and games for information hungry app users, the demand for an app is certainly already there and Burton aims to satisfy that demand in 2012.

**About Burton:**

Burton is the outfitter of the Modern British Man. It combines a long heritage of tailoring with a modern take on casual wear. Burton is one of the most successful menswear brands on the high street and has over 400 stores in the UK and Republic of Ireland.

Burton believes in combining accessible style with great value. It wants fashion to be easy and comfortable as well as stylish. The company prides itself on great fit, fabric and detail which can easily be added and combined to update any contemporary wardrobe. Burton embraces its British tailoring roots but also understands the importance of kicking back in a great pair of [jeans](#) and a [hoodie](#). Burton loves a good laugh and it loves its sport, but it also knows the importance of "looking the business".

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