INTERNET

Thomas Pink picks independent filmmaker to personify new shirt style

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Model wearing Thomas Pink's Independent Shirt

By SARAH JONES

British apparel brand Thomas Pink is reasserting its expertise in dress shirts with a new style that makes it easier for modern men to balk conventional dressing.

The LVMH-owned brand's Independent shirt has a collar that stands up on its own, perfect for those who do not want to wear a tie. To introduce its latest addition to its dress shirt collection, Thomas Pink expanded its Which Shirt Are You Campaign to explain the technical specifications and allow a tastemaker to give the shirt a personality.

"For many men, a 'formal' or 'business' dress code does not always mean a tie is required," said Alyssa Mishcon, president for Thomas Pink North America, New York. "However, a polished, tailored look always conveys professionalism and great style.

"The Independent shirt was designed to address the need for a shirt that would stand up to the weight of a blazer even when worn unfastened," she said. "The Independent looks great on its own with or without a tie and it easily transitions between casual a dressier looks."

No tie required

Thomas Pink introduced the Independent shirt through social media, telling its Facebook followers that "formal dressing doesn't always require a tie."


Facebook post from Thomas Pink

On the click-through, the consumer is taken to a dedicated page for the style. At the top of the page, he can browse through the range available, which include various colors in three fabrications: poplin, twill and oxford weaves. From the gallery, shirts can be purchased through the brand's ecommerce platform, all retailing for $195.
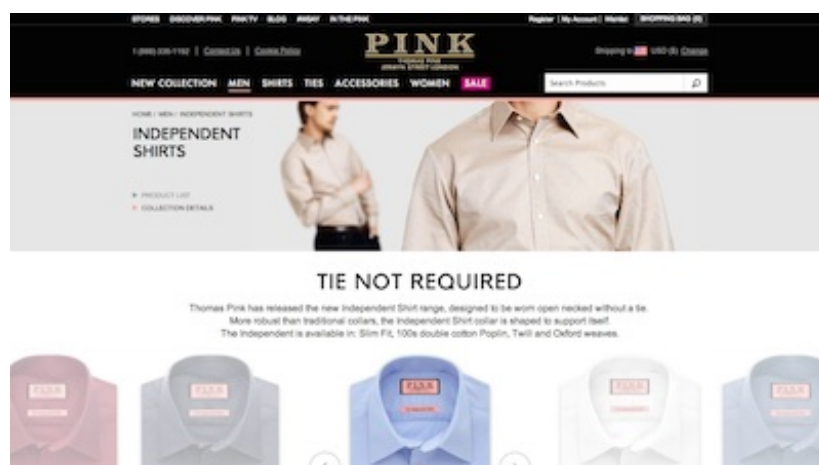
Screenshot of Thomas Pink Independent landing page

The Independent shirts are also available in Thomas Pink boutiques across the United States, making the Web content an engagement and research tool.

Below the product selection are details about the design of the shirt. This explains that collars usually collapse under a jacket if a tie is not worn, but the construction of this button down solves that problem.
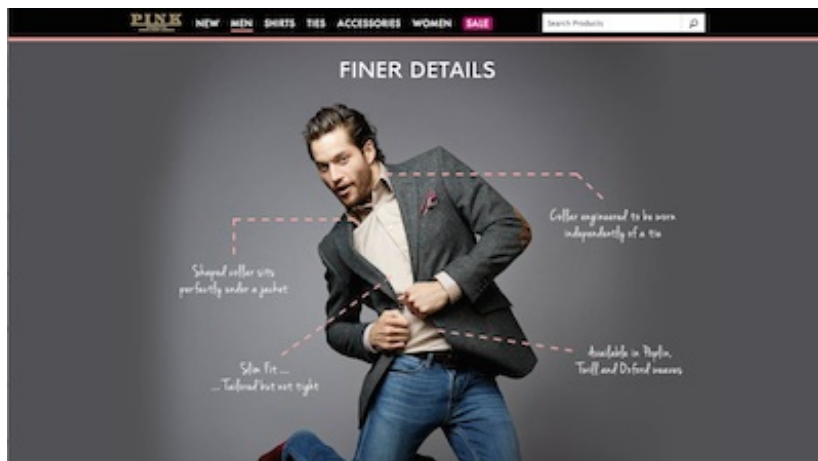
Screenshot of Thomas Pink Independent landing page

Following that is the Independent shirt's feature from Thomas Pinks' "Which Shirt Are You?" campaign, which attaches personalities to its men's dress shirt line to help consumers decide which style will suit them.

Thomas Pink created a microsite for its "Which Shirt Are You" campaign, which includes video profiles of British men of varying professions, a social feed and videos detailing the different shirt designs. By focusing on the men behind the shirts, Thomas Pink is able to show the universality of its collection (see story).

The latest chapter profiles John Battsek, a documentary film producer who runs Passion Pictures. Consumers can watch the two-minute video without leaving the page.

Mr. Battsek explains how he got into documentaries, telling the audience that he was disappointed in how his first feature film turned out when he went to the movies to see "When We Were Kings," which was about a boxing match between Muhammad Ali and George Foreman. He realized he had found his calling during the film.

The filmmaker has been behind "The Imposter," "One Day in September" and "Searching for Sugarman," which won an Academy Award.

Embedded Video: //www.youtube.com/embed/gDpVUUFAQXE

Which Shirt Are You? The Independent.

In the profile, Mr. Battsek also explains where his independence comes from.

"As an Academy-award winning Independent film maker with great personal style, Battsek represents the quintessential Thomas Pink gentleman," Ms. Mishcon said. "He has achieved a great deal on his own terms through his creativity, passionate dedication to his craft and fearlessness.

"In his field, a tie is not a requirement, but impeccable taste is non-negotiable," she said. "Therefore, the Independent shirt is the perfect choice for him and he for Thomas Pink."

After sharing technical points, Thomas Pink invites the consumer to see the full Which Shirt Are You microsite and become part of the campaign through photos.

If the shirt fits

Giving inanimate apparel and accessories a personality helps consumers see how the products will fit their own lifestyle.

For instance, French leather goods house Louis Vuitton attached personas to select models from its men's bag collection to showcase the products' utility.

Louis Vuitton's "A Man, a Voyage, an Iconic Bag" video series captures vignettes of the rooms belonging to three bags' fictional owners. Through these short films Louis Vuitton is able to showcase the broad appeal of its bags (see story).

Thomas Pink aims to be the go-to brand for men's shirts, through service and range.

British fashion brand Thomas Pink is problem solving for consumers with a 90-minute delivery service in London.

Consumers can call a hotline and have a white shirt delivered to them in a short time, perfect for last- minute events or for hiding a stain. More luxury brands are turning to speedy delivery as a method of differentiating themselves and providing valuable customer service to consumers (see story).

"Thomas Pink is truly the authority in men's shirts," Ms. Mishcon said. "In every phase of our process - from design conception to production and testing, to the consumer experience at our boutiques, we consider how our customer wears and shops for his shirt.

"Our fabrics are designed in the UK which make them absolutely distinctive to the brand," she said. "We combine innovative design and impeccable tailoring with the highest quality materials.

"The Independent is a representation the brand's expertise and commitment to addressing the sartorial needs of today's modern gentleman."

Final Take
Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: //www.youtube.com/embed/ZftMQkxdRhU