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## Dunhill commissions artwork for weekly Instagram series

September 15, 2014



*Alfred Dunhill fall 2014 campaign image*

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By SARAH JONES

British menswear label Alfred Dunhill is showing off its fashions creatively with an ongoing Instagram series of commissioned artwork.

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**Luxury Daily**

#CuratedByDunhill is published each week, and so far has shown pieces from digital artist Ignasi Monreal. Using Instagram to show surreal interpretations of fashion will help to engage Dunhill's audience, while showing a more artistic side of practical attire.

"Monreal's visual approach aligns well with Alfred Dunhill's messaging, 'Sophisticated and refined, with a touch of quirkiness,'" said Ian Greenleigh, marketing director at [Olapic](#), New York.

"It's hard to say so early in the campaign, but I suspect this will help the brand reach art fans who may have had no previous exposure to Alfred Dunhill," he said.

"If the brand curates these photos into a shoppable gallery with links to the products featured in the paintings, it should boost sales of those items significantly."

Mr. Greenleigh is not affiliated with Alfred Dunhill, but agreed to comment as an industry expert.

Alfred Dunhill did not respond by press deadline.

Artist in residence

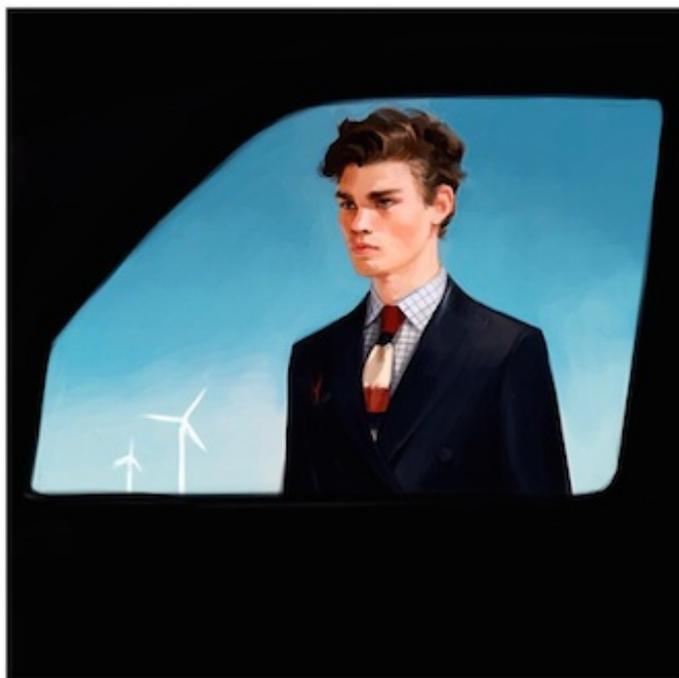
Alfred Dunhill introduced the series Sept. 2 on Instagram, Twitter and Facebook. Since the first post, the brand has kept the artwork confined to Instagram.

The first image created by Mr. Monreal shows a model in a suit complete with tie standing in front of wind turbines.



alfreddunhill

1w



♥ 119 likes

alfreddunhill Today sees the first of our weekly commissioned artworks by London-based artist @ignasimonreal #curatedbydunhill

*Instagram post from Dunhill*

Alfred Dunhill followed this with an interpretation of the fall 2014 collection as seen by the artist. A model stands behind a porthole speckled with water droplets wearing a mustard turtleneck.



alfreddunhill

3d



113 likes

alfreddunhill dunhill's #AW14 collection, imagined by artist @ignasimonreal #curatedbydunhill

*Instagram post from Dunhill*

Mr. Monreal is a freelance illustrator and graphic designer based in Spain, whose work has been used in Vogue Spain and Swide by Dolce & Gabbana.

The brand has been active on Instagram since March, with content typically a mix of current products and fashions, vintage photos from the label's past and shots of celebrities wearing its apparel.

Arts and craft

Other brands have kept consumers returning to Instagram with art series.

For instance, French fashion house Christian Dior is highlighting its connections to the art world both past and present with a series on its online magazine and Instagram accounts.

“Dior and the Artists” takes consumers through the eponymous founder’s experience with art, and how it educated his fashion career through articles on DiorMag throughout the summer. Since art and fashion are so intertwined, it makes sense for Dior to explore its own connection to the art world ([see story](#)).

On social media, images that are not photorealistic stand out.

Fashion illustrations, once the cornerstone of print ad campaigns for apparel brands, are making a comeback in digital form on social media courtesy of a number of fashion brands.

Italian fashion houses Armani and Valentino enlisted artists to sketch a featured product for them, and then posted the drawings to their Facebook pages as an album. Since this type of fashion imagery is not as common in the age of Instagram, the photo sets stand out on social media ([see story](#)).

Instagram was a good choice for this particular social media campaign.

"Instagram is the visual platform of choice for the fashion community, and the world's top fashion events have been captured on Instagram practically since it launched," Mr. Greenleigh said.

"Another reason this works is because the typical Instagram experience is so linear—scrolling down one by one through photos—something unique like a painting really pops and draws the eye," he said.

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/qcCqxMnjLss](https://www.youtube.com/embed/qcCqxMnjLss)

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