

MULTICHANNEL

## Berluti makes moves with ballet-ready suit

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*Benjamin Millepied performing in Berluti*

By STAFF REPORTS

Italian apparel and accessories label Berluti is putting its bespoke capabilities in the spotlight through the creation of a custom suit for dancer Benjamin Millepied.

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For Mr. Millepied's return to the stage at L.A. Dance Project's annual fundraiser Dec. 12, Berluti designer Alessandro Sartori made a suit of wool and elastane, giving him the flexibility needed to perform. Ballet has frequently been a stage for fashion brands to prove their ability to think outside of the runway, while also showcasing the lines of their designs.

Choreography cameo

The L.A. Dance Project is an artistic collective founded in 2012 by Mr. Millepied, a principal dancer at the New York City Ballet and choreographer. The nonprofit is focused on creating and performing new work.

Berluti shared the news of the collaboration on social media, and Mr. Sartori also proclaimed his excitement at being able to design for Mr. Millepied on his personal Instagram account. Berluti is also bringing its followers into the making of the event through an exclusive film.



*Instagram post from Alessandro Sartori*

The one-minute video opens with Mr. Millepied getting ready, tying on a pair of shoes and spinning. His anticipation of his performance is captured as well with shots of him tapping his fingers on a table.

Berluti's name appears on the step and repeat, as guests begin to arrive and mingle.

The video culminates with Mr. Millepied's duet with Janie Taylor, finishing with their bow.

*Berluti - L.A. Dance Project with Benjamin Millepied*

Brands commonly incorporate dance into their efforts, but ballet in particular is proving a popular inspiration.

Luxury brands such as Alexander McQueen and Boodles are on pointe with initiatives supporting the art of ballet through one-off slippers to full collections.

From traditional artworks to cinema and opera, luxury houses support a wide range of art forms to ensure that their programming offers an aspect of culture that appeals to affluents. This all-encompassing approach benefits the interest of the wealthy consumers shopping these brands because they too are often patrons of the arts ([see story](#)).

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