

ADVERTISING

Dunhill champions British elegance for spring campaign

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dunhill spring/summer 2016 campaign

By STAFF REPORTS

British apparel and accessories house Alfred Dunhill is celebrating the contemporary London man of distinction in the advertising campaign for its spring/summer 2016 collection.

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Shot in the city's posh Belgravia neighborhood, the campaign imagery captures three businessmen's shared passion for classic cars and tailored looks. While a London-set campaign may seem expected for the house, Dunhill's consistency helped to keep its heritage at the forefront of its communications.

London calling

Dunhill introduced the campaign via an email to newsletter subscribers and social posts. On its Web site, consumers can see the stills shot by photographer Peter Lindbergh.



Image from dunhill's spring/summer 2016 campaign

All three models are dressed in classic suits, either three-piece or two-piece, with the personalities of their outfits kept to the choice of tie or pocket square.

A behind-the-scenes video on the brand's YouTube account takes the viewer to London's Eaton Square.

The trio pulls up to the curb in front of one of the tony cream houses in a classic car. They emerge holding leather briefcases or weekender bags.

dunhill London - Spring Summer 2016 Campaign

Dunhill maintains a timelessness in its marketing.

The menswear label is highlighting the long-lasting quality of its Duke Large Tote bag with a social video that was shared on its Web site.

The video features a man carrying the bag throughout an elegant mansion filled with old masters' paintings. By associating its products with artwork that has lasted for centuries, dunhill is suggesting that its leather goods can be passed on for generations and never lose value ([see story](#)).

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