

INTERNET

GQ investigates whether less is more with Turnbull & Asser, Tag Heuer

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Jim Chapman for GQ's "Luxury of Less"

By SARAH JONES

British GQ magazine is exploring the key investment pieces contained in men's wardrobes through a series on its newly launched video channel.

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"Luxury of Less with Jim Chapman" takes viewers inside Savile Row tailors Gieves & Hawkes, Turnbull & Asser and watchmaker Tag Heuer, uncovering the reasons why their garments or watches cost more than those that can be purchased on the high street. For the luxury brands featured in this series, this may serve as an introduction to readers and also help to justify their price points.

"Investment pieces, especially from the perspective of general consumers, can appear as marketing speak for 'really expensive,'" said Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York.

"Often, consumers do not see the value and they are often quick to pursue a more affordable item in the short term," he said. "For instance, someone may buy a white shirt for less than \$10 because it is more affordable than, let's say, the \$90 white shirt.

"What the consumer may not see is that the \$10 shirt will tear and break easily, causing them to return to the store and continue to buy more \$10 shirts. While the \$90 shirt is made with better fabrics designed to last longer and fit better as it ages can be worn for years.

"What GQ is doing with this series is taking more mass consumers behind-the-scenes to better understand why there is a larger price tag on investment items. It's educating the consumer to be smarter and more conscious of what they purchase."

Mr. Louangvilay is not affiliated with GQ, but agreed to comment as an industry expert.

GQ was unable to comment directly before press deadline.

Price check

GQ based the subject matter of the series on the most searched menswear items online, according to Google search insights. Suits, shirts and watches were gaining the most attention in search.

In the first episode of *Luxury of Less*, YouTube vlogger and GQ columnist Jim Chapman takes a tour of Gieves & Hawkes to explore what differentiates its bespoke suits from those of mass retailers.



Jim Chapman for GQ's Luxury of Less

At the start of the film, Mr. Chapman talks about personal style, and the natural progression of finding your own look.

The blogger then sets off for Gieves & Hawkes, giving a bit of background on the more than 200-year-old tailor.

Davide Taub, bespoke head cutter, tells how a bespoke suit can truly express the wearer's personal style, since the consumer can act as their own designer. He continues that a suit in the right fabric can last the wearer five, 10 or more years, making the starting price of 5,000 pounds less daunting.

From there, Mr. Chapman follows the journey of the bespoke suit through its construction, which can take three months, by talking to bespoke cutter Nina Penlington. He finishes the video by consulting the experts for tips on buying bespoke suits and making final adjustments to elevate the look.

Jim Chapman on how to buy a suit: The Luxury of Less - Episode 1

The second episode focuses on shirtmaker Turnbull & Asser, where Mr. Chapman sits down with head of design and product development Dean Gomilsek-Cole. They talk fit, including trying on a shirt standing and sitting down to check size.

In conversation, the designer also explains why "you get what you pay for," with the highest grade cottons grown in a climate controlled environment. These sea island cottons get softer with repeated washing, where other fibers would break down.

"The one-on-one interviews that Jim does in the video series are great," Mr. Louangvilay said. "He asks several questions that any average consumer would want to know, and the designers are very well spoken and articulate their rationale for investment pieces perfectly.

"They break down the responses and compare it to more real world examples for everyone to better understand," he said.

The final episode will find Mr. Chapman traveling to Switzerland to tour Tag Heuer's manufacture.

Luxury of Less was created by Cond Nast's digital video team, headed by Danielle Bennison-Brown.

Additional content to be launched on GQ's video channel will include two series in partnership with Haig Club Single Grain Scotch Whisky, one of which will be a six-part guide to mastering the cocktail. Lexus is also collaborating with GQ on "The Life," which will trace the evolution of fine dining.

Content curation

Last summer, Cond Nast International strengthened its in-house video content division with its first film released on the Vogue Video Channel.

Shared socially initially by the media conglomerate's British Vogue title, the video was the debut production of Cond Nast's dedicated video team in partnership with Universal and Illumination Entertainment. As print continues its digital renaissance that has seen the industry expand into different mediums, the video highlighted film's capability to capture audience attention while entertaining and maintaining engagement with a publication and its staffers ([see story](#)).

Channels for Glamour and Wired will be premiering later this year.

GQ's lifestyle content caters to a sophisticated audience.

Italian fashion label Giorgio Armani is the subject of a new film by British GQ magazine, exploring the designer's

life and work and the brand he has created over the past 40 years.

Titled "Bravo Giorgio," the film will feature a number of celebrities and Armani fans, including director Martin Scorsese, actors Dylan McDermott and Benicio Del Toro, singer Tony Bennett and more as they discuss why they love Mr. Armani and how his designs have affected their lives. The video celebrates Armani's influence in Hollywood and around the world, marking its significance as one of the most iconic luxury brands today ([see story](#)).

"[Through Luxury of Less] brands get exposure on GQ as well as tap into Jim's fanbase, who is an accomplished vlogger with a large fan base," Mr. Louangvilay said. "In addition, the video positions each brand as a luxury item, so it definitely helps elevate their brand presence further to a digital audience."

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