

ADVERTISING

Smythson takes dramatic turn to pay homage to craft

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Smythson spring/summer 2016 campaign

By STAFF REPORTS

British leather goods maker Smythson is showing its passion for theatrics by casting from stage and screen for its latest campaign.

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The label chose Vanessa Kirby and James Norton as its ambassadors for spring/summer 2016, as they represent not only talent but also a strength of character and integrity. Smythson has a longstanding heritage of supporting the London theater scene, a cause that enables the brand to foil its own artistic process by focusing on an equally skilled craft.

Arts and crafts

Smythson's "Behind the Craft" campaign featuring actors Ms. Kirby and Mr. Norton is simple, allowing the campaign's faces to be the highlight. In the still imagery, the pair is shown seated on a tufted couch, sometimes with a script in hand.



Smythson spring/summer 2016 campaign

The brand took consumers behind-the-scenes, showing the actors interacting and the process of getting each shot.

A longer film takes consumers into the dramatic arts, as the campaign faces explain the experience of being an actor in London.

They both have their own methods for getting into their particular character's mindset, a process each of the actors has to find themselves. Ms. Kirby writes diary entries from the persona, while Mr. Norton stares into a mirror until he sees the character rather than himself.

Ms. Kirby makes the connection between the brand and her own work in a quote, saying, "It's not how many people

see the things you do as an actor, it's just about the play and the playwright and the work and the craft behind it. I feel like Smythson as a company is so similar to that, is so dedicated to real proper things that will last a lifetime."

Insight into an Actor's World with Vanessa Kirby & James Norton

In addition to the campaign, Smythson also heralded its theatrical ties by sponsoring the Bright Young Things Gala, which raises funds toward supporting emerging talent at the National Theatre.

Smythson previously teamed up with Hotel Caf Royal in London for an Oscar Wilde-themed room package.

Mr. Wilde visited the grill room at Caf Royal daily, back when it was a restaurant, to converse with other writers who frequented the place, including Sir Arthur Conan Doyle and George Bernard Shaw. Since reinvented as a hotel, Hotel Caf Royal paid homage to one of its famous loyalists with a package tied into the revival of Mr. Wilde's "The Importance of Being Earnest" on the West End ([see story](#)).

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