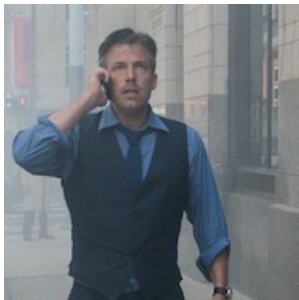


MULTICHANNEL

Gucci builds made-to-measure wardrobe for billionaire Bruce Wayne

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Ben Affleck as Bruce Wayne in "Batman v. Superman: Dawn of Justice"

By STAFF REPORTS

For the upcoming "Batman v. Superman: Dawn of Justice" film, Italian fashion label Gucci has won a starring role dressing Batman for his real life as billionaire Bruce Wayne.

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For the wealthy industrialist and philanthropist played by Ben Affleck, Gucci worked with costume director Michael Wilkinson to build a made-to-measure wardrobe. Arriving in theaters March 25, the film is highly anticipated due to its pairing of two iconic superheroes for the first time on the big screen.

Fashion on film

For the film, Gucci created suiting, shirts, ties, pocket squares, shoes, belts, coats and a leather jacket. Accessories created for Bruce Wayne include sunglasses designed specially for the character and cufflinks, some bearing the initials B.W.



Actor Ben Affleck attends the launch of Bai Superteas at the "Batman v Superman: Dawn of Justice" premiere on March 20 in New York, wearing a Gucci suit. (Photo by Bryan Bedder/Getty Images for Bai Superteas)

Gucci previously worked with Mr. Wilkinson for "American Hustle," helping to bring 70s glam to Amy Adams' Sydney Prosser.

When dressing wealthy characters on screen, costume designers often turn to luxury labels to lend a sartorial flair.

U.S. apparel label Tom Ford recently reprised its role as the brand behind the attire of James Bond in the most recent franchise installation, "Spectre."

High-end brands often work with the costume designers of Hollywood films due to the relationship the label oftentimes has already established with the actors, or to create a large field of visibility for its products. The James Bond franchise is an especially good match for a luxury brand due to the sophistication of the clothing worn by the character, the situations he finds himself in and, of course, his sports cars ([see story](#)).

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