

APPAREL AND ACCESSORIES

Dunhill touts British refinement and wit in eyewear effort

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Still from dunhill's Summer Drive campaign

By STAFF REPORTS

Menswear brand Alfred Dunhill is taking consumers on a summer drive, dispelling witty British driving etiquette along the way.

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The "Summer Drives" film explores dunhill's motoring heritage and adventurous spirit while also giving the brand an opportunity to feature its new eyewear collection. The eyewear collection, in association with De Rigo Vision, offers dunhill consumers optic and sunglass styles which reflect the brand's aesthetics and commitment to excellence, craftsmanship and innovation.

A gentleman's guide

Dunhill's video begins with a narrator introducing "A Guide to Gentlemanly Driving Etiquette" and a man dressed in driving gloves and dunhill apparel starts a vintage automobile with a blue leather weekender duffle bag in view.

As the driver revs the engine, the narrator introduces the first rule, safety checks to ensure the vehicle's mirrors are properly adjusted. The driver is then shown checking his reflection in the rearview mirror, adjusting his dunhill shades and smoothing his hair.



Still from dunhill's Summer Drives

Number two suggests selecting a motoring companion that is good company. After the rule is introduced, the man is

seen patting the head of Louie, an English bulldog, seated in the passenger seat.

The following rule emphasizes driving on the correct side of the road with a scene that shows the dunhill driver almost getting into a head on collision, because drivers must "stick to the right side of the road, and by right we mean the left."



Still from dunhill's Summer Drives

Dunhill's next etiquette tip is mastering the art of navigation, which is visualized by a map and the winding path the driver takes. Poking fun at male stereotypes, dunhill says that "a true gentleman prefers a traditional approach to navigation" while showing the driver lost and looking over his map.

Number five suggests taking regular tea breaks and shows the man stirring a teacup next to a small pile of dog biscuits. The voiceover tells viewers to remember to take multiple tea breaks on their journey.

Dunhill's final tip is to take the scenic route as "the joy of driving is, after all, found as much in the journey as in the destination."

Dunhill presents Summer Drives

Etiquette tips fall within the how-to category of marketing using the use of film.

For instance, online menswear retailer Mr Porter illustrated proper shaving etiquette in a series of tutorial videos. The first episode of Mr Porter's "How To:" series starred Charlie King, a barber at London's Pankhurst men's club. Tutorial-style videos engage consumers by showing their potential purchases in use while echoing the overarching Mr Porter lifestyle ([see story](#)).