

APPAREL AND ACCESSORIES

Brioni pops up at Dover Street Market to showcase new attitude

July 14, 2016



Chinchilla coat from Brioni's Paris One collection

By STAFF REPORTS

Italian menswear label Brioni is introducing its revamped image through a pop-up at Dover Street Market London.

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A one-week engagement on the ground floor of the concept boutique will stock Brioni's Paris One collection, the first designed by newly instated creative director Justin O'Shea. Since he started at the house, the designer has given it a rock n' roll makeover, making this temporary placement a means to raise awareness for the new look beyond Brioni stores.

Different direction

Brioni's Dover Street Market pop-up is a minimalist space, with glass tables and glass-backed fixtures holding the runway collection.



Brioni pop-up at Dover Street Market

Paris One debuted last week in Paris as the women's couture shows were staged. The collection includes fur coats, sharp suiting, leather goods and shoes.

Women's wear, outside of the norm for Brioni, is also available upon request, with garments constructed made-to-order.

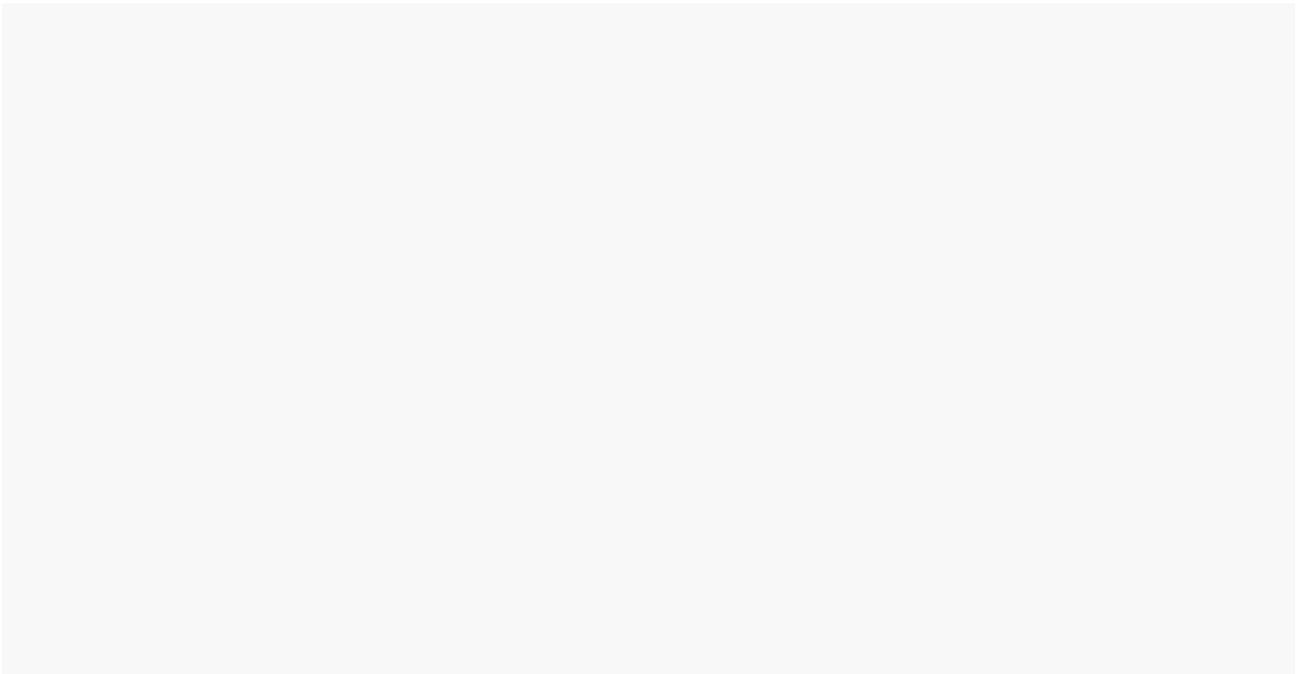


Brioni pop-up at Dover Street Market

Mr. O'Shea began his new role at the 70-year-old company on April 1.

The Kering-owned menswear label's appointment was regarded as unconventional, as Mr. O'Shea was previously the fashion director at MyTheresa. With a background in retail, the creative director came to Brioni without any design credentials but with an established voice in the fashion industry ([see story](#)).

Since arriving at Brioni, Mr. O'Shea has given the brand a new logo in a gothic font. He also cast heavy metal band Metallica in his debut campaign for the house.



B45 Films presents Part 1 of "The Making of" #Brioni @metallica advertising campaign - Directed by @dannysangra

A video posted by Brioni (@brioni_official) on Jul 1, 2016 at 2:42am PDT

Fellow Kering brand Gucci also turned to retailer Dover Street Market as a way to explore the brand's new creative direction and identity.

The collaboration between Gucci and Dover Street Market began on July 25, 2015 with the opening of the fashion label's dedicated shop-in-shop in Ginza, Tokyo. After the opening, Gucci opened shop-in-shops at Dover Street Market's locations in London, New York and at its newest store in Beijing in the fall ([see story](#)).

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