

APPAREL AND ACCESSORIES

Dunhill decamps for the country in fall effort

August 4, 2016



Dunhill autumn/winter 2016 campaign

By STAFF REPORTS

British menswear label Alfred Dunhill is decamping for an English estate for its autumn/winter 2016 campaign.

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Shot at Wrotham Park in Hertfordshire by John Balsam, the effort sees a model partaking in countryside pursuits in tailored ensembles chosen by stylist Dan May. This campaign portrays an entire lifestyle around the dunhill brand, associating the label with fashionable hobbies.

City meets country

When the model is first seen, he is walking away from a vintage convertible down the long driveway of the great house. He wears a jacket and a sweater, carrying gloves in his hand.

In another scene, he plays a solo game of pool in a blazer as his bulldog looks on in a nearby chair.



Dunhill's autumn/winter 2016 campaign

Showing that dunhill is as appropriate for the city office as for leisure, the same model is seen wearing a pinstripe suit as he sits at a desk in the house writing in a journal.

As a heritage British brand, dunhill incorporates tradition into its marketing.

Alfred Dunhill recently took consumers on a summer drive, dispelling witty British driving etiquette along the way.

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 ([see story](#)).

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