

APPAREL AND ACCESSORIES

Thomas Pink dresses men for life's journeys in fall/winter 2016 campaign

August 23, 2016



Thomas Pink, fall/winter 2016

By STAFF REPORTS

British apparel label Thomas Pink is showing how an Englishman may dress at home, work or play to promote its latest collection.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Thomas Pink's an "Englishman at Home" campaign works to show that by wearing clothing by the Jermyn Street shirtmaker, a man will be "at his dashing best" no matter the occasion. The fall/winter 2016 campaign features menswear in deep, rich and earthy tones and textiles ideal for the colder months.

Dressed to impress

The LVMH-owned menswear brand's campaign focuses on one man's interactions to show that regardless of the moment, Thomas Pink offers the perfect clothing.

Thomas Pink shows a model with salt-and-pepper hair and a greying beard in a variety of settings. In one image the model is seen fastening the buttons on his dress shirt with cufflinks on the side of a bed.

In another he is seen in a pinstriped vest and suit pants during a meeting or fastening his tie.



Thomas Pink's Englishmen at Home, fall/winter 2016

Thomas Pink also highlighted that its fashions can be appropriate for a man's downtime, by showing the model enjoying a beer with a friend or relaxing by a fireplace with a younger man, likely his son.

The collection for fall/winter 2016 includes shirts, knitwear and fine tailoring in luxury cottons, brushed winter fabrics and woven wool. Thomas Pink also has an edit of accessories for the season such as pocket squares, ties, socks and cufflinks in on-trend hues and prints.



Thomas Pink's Englishmen at Home, fall/winter 2016

Thomas Pink has also designed a small women's wear capsule for fall/winter including silk tops and crisp shirts.

Pieces for fall/winter 2016 will debut in Thomas Pink stores in early September.

The notion of a well-dressed British gentlemen ready for anything has been explored by other brands with origins in Britain.

For example, British menswear label Alfred Dunhill decamped for an English estate for its autumn/winter 2016 campaign.

Shot at Wrotham Park in Hertfordshire by John Balsam, the effort saw a model partaking in countryside pursuits in tailored ensembles chosen by stylist Dan May. This campaign portrayed an entire lifestyle around the dunhill brand, associating the label with fashionable hobbies ([see story](#)).