

APPAREL AND ACCESSORIES

Hickey Freeman salutes New York spirit in spring campaign

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Hickey Freeman's spring/summer 2017 campaign

By SARAH JONES

Menswear label Hickey Freeman is celebrating its heritage by sharing the story of one New Yorker's entry to the city.

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For its spring/summer 2017 advertising campaign, the Rochester, NY-based tailoring brand cast model Cory Bond, who shares some of his first experiences after moving to the Big Apple. Operating in a space largely made up of European houses, this modern update to the brand's United States story may help differentiate the brand among its peers.

"New York City is seen and not only the pulse of where everything comes together, but it is also known as a place where life is ever changing," said Kimmie Smith, celebrity fashion stylist and co-founder/style director of [Athleisure Mag](#), New York.

"In a 'New York minute,' you could be leaving the office to go home and then decide to take a walk with a friend that leads to grabbing drinks," she said. "Being in this city is to expect the unexpected - which means your clothing should also have this fluidity.

"Whether you live here, have visited or have never been - it's understood that it's a place that is constantly changing and to stay in the flow at this epicenter, you need items that allow you to transition through your lifestyle effortlessly. The salute to NYC showcases that in the midst of how large it is with its complexity of moving parts - it's an experiential place that allows for the everyman to enjoy what it has to offer."

Ms. Smith is not affiliated with Hickey Freeman, but agreed to comment as an industry expert. [Hickey Freeman](#) was reached for comment.

Welcome to New York

Hickey Freeman's roots date back to 1899. Since the early 20th century, the brand's tailors have been crafting suits out of The Temple, a 225,000-square-foot plant in Rochester.

While its manufacturing is housed upstate, the brand's retail is centered in Manhattan, with its store in the remodeled

shopping mall Brookfield Place, appointments at its location at 501 Madison and its New York-based concierge services.



Hickey Freeman at Brookfield Place

For its spring advertising campaign, Hickey Freeman shadowed Mr. Bond for a day, with the male model telling his story of New York in voiceover.

At the age of 19, Mr. Bond left his small town in Tennessee and moved to New York. He was working in another field, but then heard about a model scouting event and decided to go for it.

Along with shots of the protagonist strolling down city sidewalks, visiting a gallery and cruising down streets in a vintage car, he talks about the hard work needed to succeed in New York.

Hickey Freeman Spring/Summer 2017 Ad

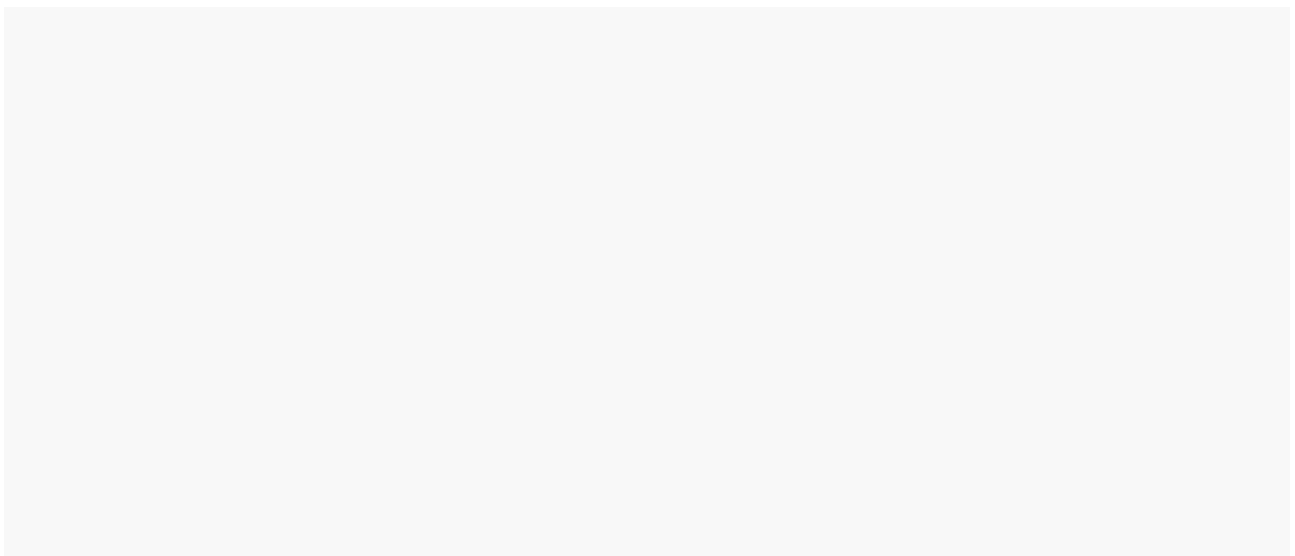
"Hickey Freeman is a classic for any and all situations," Ms. Smith said. "It is a brand that embodies the person who wears it while being able to work in the forefront of any background that you opt to live in.

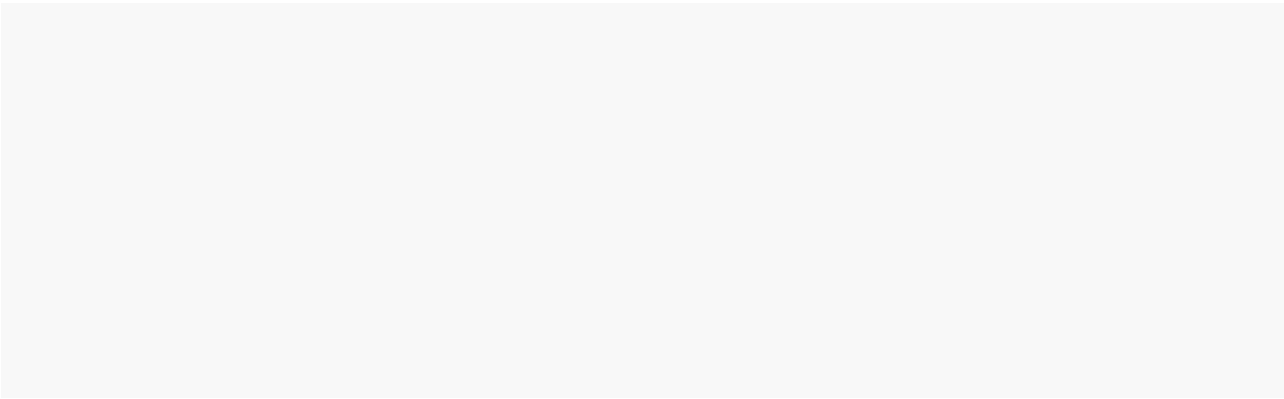
"The label moves seamlessly from the office, heading out to the bar, the galleries and more," she said. "It's an essential for a man's wardrobe while also being able to fit with his personal style."

On Instagram and Facebook, Hickey Freeman has fleshed out the effort with inspirational posts about seizing the day tagged #ANewYorkMoment.

In one caption, the label tells consumers how "every street is another opportunity." Another quotes Frank Sinatra's "New York, New York," saying, "If you can make it here, you can make it anywhere."

Here, Mr. Bond's lifestyle is also explored in greater detail, as he talks about his old car or the excitement of the city.





"There are things that set you apart from other people. So let those things shine and do what you do best" --
@thecorybond #ANewYorkMoment #DayToPlayinHF #SS17

A post shared by Hickey Freeman (@hickeyfreeman) on Mar 6, 2017 at 9:58am PST

With a relatively small social audience, partnering with Mr. Bond opens up Hickey Freeman to new followers. The model shared the campaign with his 34,000 Instagram fans, dedicating his one biography link to Hickey Freeman's Web site.

Home grown

Hickey Freeman has been a part of some recent American moments.

The tailor was among the United States-based manufacturers called upon by label Ralph Lauren for the 2016 Olympic team uniforms ([see story](#)).

As a lot of manufacturing has moved away from New York, a number of institutions have looked to keep production local.

Department store chain Barneys New York supported the fashion industry in its hometown through an initiative that promotes local manufacturing.

For its exclusive Made in New York collection launched in 2015, the retailer partnered with the Council of Fashion Designers of America and the New York City Economic Development Corporation to bring designers together with Fashion Manufacturing Initiative grant recipients of varying specialties. Released ahead of New York Fashion Week, having Barneys take up this cause may help spur change in the industry and bring more production back to New York ([see story](#)).

"Hickey Freeman is a classic brand that has that New York grit feel that allows men to wear it without having to think about it and it doesn't have a pretentious feel to the brand," Ms. Smith said. "As a brand, it is comfortable being where it is and will continue to develop collections in an earnest way."

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