

APPAREL AND ACCESSORIES

## New dunhill spot combines video advertising with shoppable looks

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*Dunhill's Our London campaign examines the city from the perspective of four residents*

By DANNY PARISI

British menswear and leather goods brand Alfred Dunhill is celebrating the city of its birth, London, with four short films chronicling the lives of four local men.

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Each short film delves into the men's lives and how dunhill fits in with their aesthetic. Customers can then shop the looks seen in the videos for an easy connection between advertising and commerce.

"The subtleness of the brand is refreshing and drives a cohesive message between the brand and its London roots," said Abby Peterson, digital media specialist at [Blue Moon Digital](#), New York. "Creating videos of every day Londoners enriches the brand history while showing its diversity with a classy touch.

"The Shop the Look' feature is incredibly smart so customers can easily shop and buy these looks without having to search throughout the site for a minimally branded product."

Ms. Peterson is not affiliated with dunhill but agreed to comment in an expert capacity.

### Our London

Dunhill was founded in London and the brand has always maintained that city as part of its brand identity, featuring it in multiple marketing campaigns.

With "Our London," dunhill's new short film campaign, the menswear brand is dedicating itself to its hometown through the lives of four different London residents.

These residents come from a variety of backgrounds and work in diverse fields, but they all share a love of London that informs their lives.

The first short film follows Michael Roux Jr., a Michelin-starred British chef who talks at length about his love for London's diverse food scene where one can find food from all around the world on the same block.



*The video series celebrates London's diversity*

The other London residents who are the focus of the campaign are filmmaker Matthew Robinson, architect Chun Qing Li and Robin Scott-Lawson, a marketer.

Each video follows one of these men as they talk about why they love London, what inspires them about the city and its people and how it all fits into their lives.

Some of the admirable qualities of the city stated in the films include the rich cultural landscape, the deep history of the city streets and the vivid spirit of London's denizens.

In addition to these short films, customers can shop the looks of the men featured in the videos, who are all dressed in dunhill clothing.

By making the looks shoppable, dunhill can minimize the branding in the video itself and allow the content to shine while still driving sales.

Editorial ecommerce

Some of dunhill's recent video content has focused on the lifestyle of its potential shoppers and not just on the products themselves, such as a video shot at an English estate for its autumn/winter collection last year.

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 ([see story](#)).



*Customers can shop the looks from the video*

Combining video with commerce also squares with dunhill's general strategy recently, judging by the fact that it unveiled a new ecommerce platform that combined shopping with editorial content last year.

As it opened its online store, dunhill unveiled a new Web site design, basing the look and feel off its homes store concept so that the in-store and ecommerce experiences parallel each other. Many luxury brands are still wary of selling online, but incorporating elements of a brand's exclusive physical presence on a Web site can help to assuage concerns of brand dilution ([see story](#)).

"It's a brilliant advertising strategy complimenting the brand history while personalizing the brand to appeal to it's diverse market," Ms. Peterson said.

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