

APPAREL AND ACCESSORIES

Brioni taps elegant nature of Sir Anthony Hopkins for fall/winter

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Sir Anthony Hopkins for Brioni fall/winter 2107. Image credit: Brioni

By STAFF REPORTS

Kering's Italian menswear brand Brioni has cast a stage and screen icon for its fall/winter 2017 campaign.

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Brioni's fall/winter 2017 effort continues the brand's return to its time-honored tradition of men's suiting after an edgier image was not well received. The menswear brand's latest campaign, photographed by Gregory Harris, features iconic British actor Sir Anthony Hopkins in a series of black-and-white portraits.

All class

Brioni describes its campaign concept as a conversation between Brioni and the world's legendary men.

The brand's latest chapter features Sir Anthony, considered one of the most prolific and versatile actors of today.

In a career spanning nearly 50 years, Sir Anthony has appeared in countless stage, film and television performances. Aside from his career achievements, Brioni felt an attraction to Sir Anthony's "elegant nature."

The brand feels that this characteristic aligns with its ultimate aspiration for the Brioni man.

In the campaign, which will go to print Sept. 1, but has been shared on Brioni's Web site and Instagram, Sir Anthony poses in a variety of menswear styles.



Sir Anthony Hopkins for Brioni fall/winter 2017. Image credit: Brioni

Showing the brand's versatility, Sir Anthony is shown in formalwear and various degrees of causal dress to present consumers with a wide understanding of Brioni's style.

A similar campaign that looked to reaffirm Brioni's bond to legendary men featured actor Samuel L. Jackson.

In an effort that concentrates on its tailoring expertise, Mr. Jackson was also photographed by Mr. Harris in black-and-white. Brioni's prior menswear advertising campaign featured metal band Metallica and dated from when the house was under the direction of Justin O'Shea, two moves that did not sit well with brand purists ([see story](#)).

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