

APPAREL AND ACCESSORIES

Thomas Pink cuts up shirts to show their fine details

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Thomas Pink recruited Dylan Thomas to help create the campaign. Image credit: Thomas Pink

By DANNY PARISI

LVMH-owned shirtmaker Thomas Pink is promoting a collection of shirts in its three classic colors with a photo campaign collaboration with photographer Dylan Thomas.

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Thomas Pink and Mr. Thomas worked together on the "Pink, White and Blue" campaign to create a series of stills and animated images relating to a collection of shirts in the three title colors. Thomas Pink is keeping both the collection and the campaign simple, sticking to just three classic options and a photo series that emphasizes the clean, elegant lines of its dress shirts.

"I wanted to go beyond just the color, the cut and the clean look, and instead to unleash their inner beauty," Mr. Thomas said. "So I cut them all up and threw them in the air.

"As I witnessed them fluttering and floundering, I wanted to capture what makes these shirts so special - their depth, their sheer excellence, their fundamental attention to detail."

Pink, white, blue

Thomas Pink has built its brand on simple and elegant shirts of the kind made by its namesake, an 18th century London tailor.

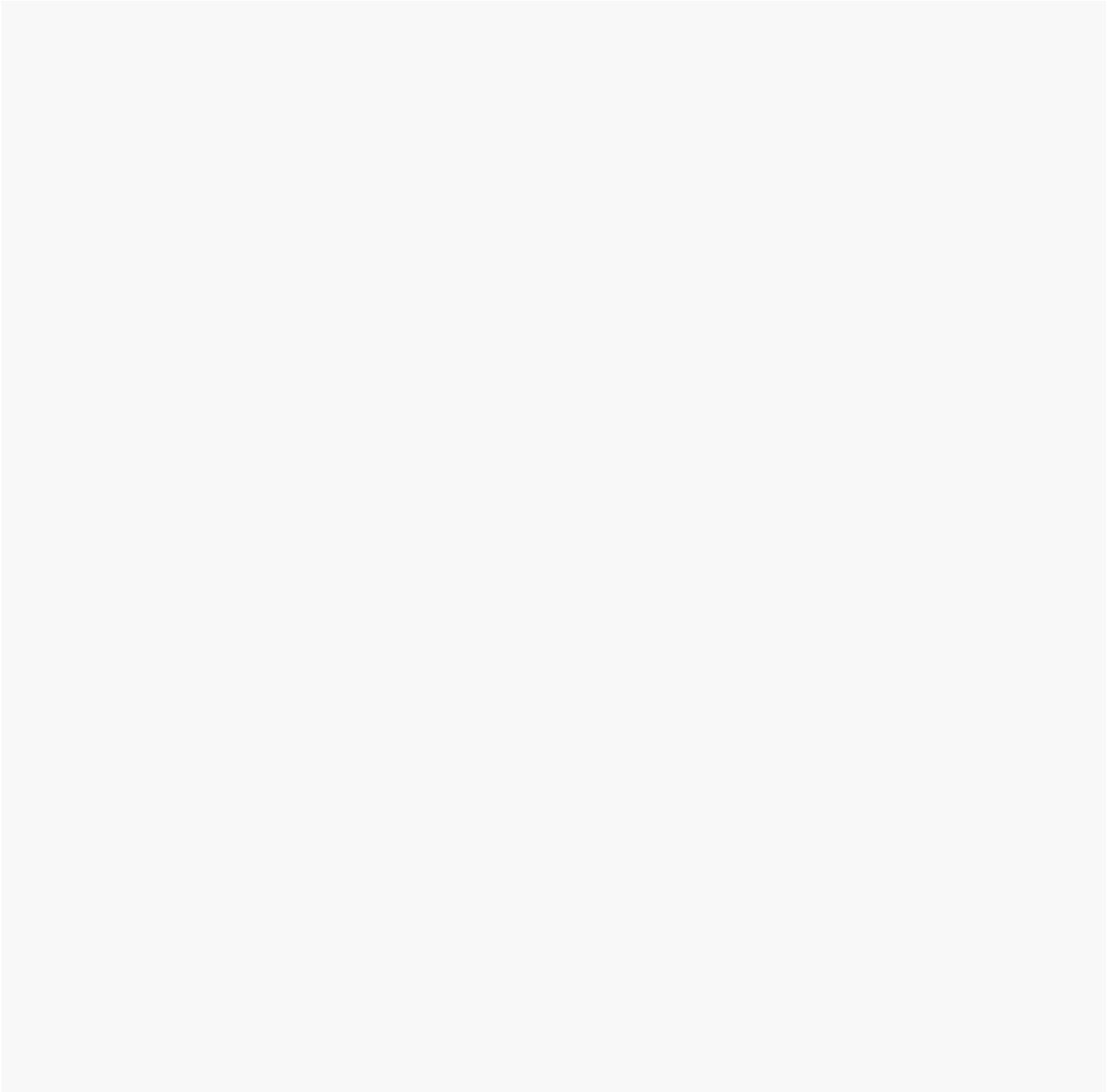
The brand has always leaned into that aura of elegance in simplicity and its latest campaign is no different.

In a new campaign titled Pink, White and Blue, Thomas Pink is promoting a new collection of shirts in those three classic colors. To do this, the brand recruited Mr. Thomas, renowned photographer known for his photos of politicians, artists, homes and fashion.

Mr. Thomas set about creating a new photo series to promote this collection. To show that the value of the shirt goes beyond the surface level, Mr. Thomas created a series of animated images of the shirts cut up into pieces and fluttering through the air.

This approach was meant to capture the depth of detail given to each shirt.

Additionally, Mr. Thomas has taken over Thomas Pink's Instagram account as a guest editor and has been posting some of his favorite photos and images related to fashion and tailoring. Mr. Thomas will run the account until Nov. 1.



You can't explore colour without considering The Ivy's stained-glass wraparound wall. This mainstay of London's restaurant scene is often overlooked for its intrinsic beauty. I always take a moment to soak it in. Guest Editor Dylan Thomas @dylan_location @theivywestst #ColourinaMansWorld #thomaspink #colour #Ivy100

A post shared by Thomas Pink (@thomas_pink_) on Oct 3, 2017 at 2:03am PDT

Finally, Thomas Pink has made the campaign shoppable. While viewing the animated images, customers can click through to buy the featured shirts in one simple step.

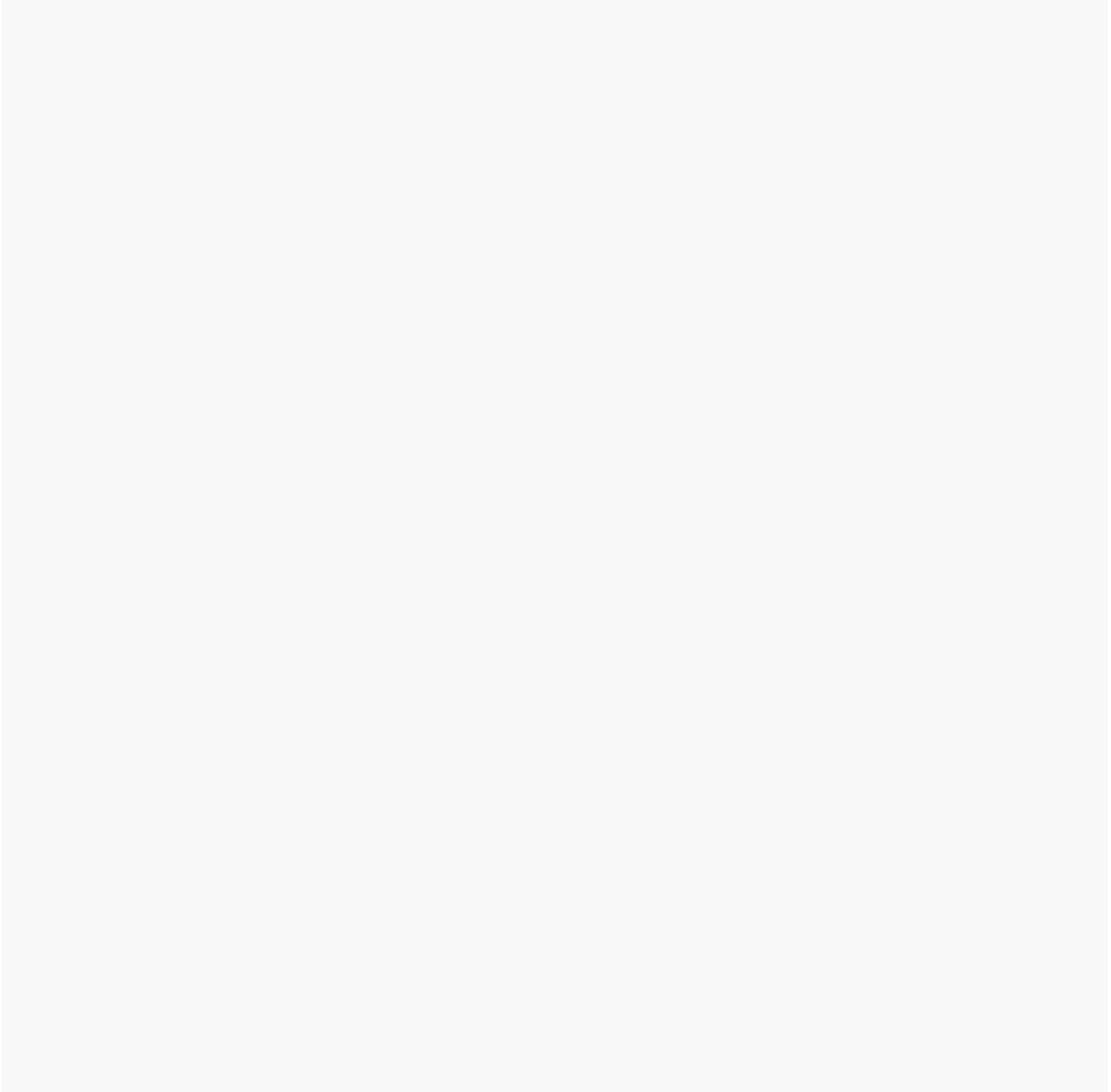
Simple elegance

Thomas Pink's branding has always been about a focus on the high-quality tailoring and craftsmanship that goes into each piece.

For example, the brand investigated the nonverbal signals given by clothing to explain the importance of quality

tailoring.

The brand tapped the expertise of former FBI behavioral analyst Joe Navarro to delve into the body language and sartorial cues associated with the powerful. Further differentiating its garments from others, the brand took consumers behind-the-scenes at the workshop of Smyth and Gibson, which has been making Thomas Pink's shirts for about 10 years ([see story](#)).



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However, in its most recent campaign, the brand took a different approach.

Thomas Pink aimed to help solve a consumer problem that Google has revealed is more prevalent than most with a new initiative and video series.

The brand found that Google's top search of the past year is "how to tie a tie," and it is taking this opportunity to

promote its tie collections while assisting the query. The menswear brand is looking to solve this problem with a series of videos accompanied by a step-by-step guide ([see story](#)).

But now with Pink, White and Blue, Thomas Pink is returning to its tried-and-true strategy of creating campaigns that put the focus on the simple yet elegant craftsmanship of its pieces with equally simple and elegant advertising.

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