

APPAREL AND ACCESSORIES

Brioni continues “tailoring legends” in Harvey Keitel campaign

January 18, 2018



Harvey Keitel for Brioni spring/summer 2018. Image credit: Brioni

By STAFF REPORTS

Kering-owned menswear brand Brioni has tapped a longtime client for its spring/summer 2018 advertising campaign.

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Brioni's spring/summer 2018 collection features veteran actor Harvey Keitel, one of Hollywood's most iconic faces. For a number of seasons, Brioni has selected leading male actors who also double as clients to front the brand's advertising campaigns, including such big names as Sir Anthony Hopkins and Samuel L. Jackson.

Legendary

In a career that spans theater, film and television, Mr. Keitel has had roles in classics such as *Taxi Driver*, *Reservoir Dogs* and *The Piano and Youth*, among many others.

Mr. Keitel's ambassadorship is meant to represent the menswear brand's motto of "tailoring legends."

As with the campaigns featuring Sir Anthony and Mr. Jackson ([see story](#)), Mr. Keitel was photographed against a white background by photographer Gregory Harris.

The black-and-white portrait series explores Brioni's tailoring expertise by demonstrating that its menswear is appropriate for a variety of social situations.



Harvey Keitel for Brioni spring/summer 2018. Image credit: Brioni

In one image, Mr. Keitel stands with his hands in an overcoat's pockets while in another he wears a casual blazer. The series also shows Mr. Keitel wearing a tuxedo and a suit and tie.

The Mr. Keitel-fronted campaign dropped days before Brioni's artistic director Nina-Maria Nitsche will present her debut collection for the brand. The Brioni presentation during Paris Fashion Week: Men's is scheduled for Jan. 20.

Ms. Nitsche was appointed as the Kering-owned brand's artistic director in June ([see story](#)).

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