

APPAREL AND ACCESSORIES

## Berluti releases first campaign under new creative direction

June 18, 2018



Berluti releases new campaign under Kris Van Assche. Image credit: Berluti

By STAFF REPORTS

French menswear house Berluti is unveiling a new positioning that takes the brand back to its roots.

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For Kris Van Assche's first advertising campaign as Berluti's artistic director, the brand has released a black-and-white still series. The images features three male models who are all nude posing with the label's classic Alessandro oxford shoes draped across their bodies.

"This campaign was thought of and art-directed by Kris," said Antoine Arnault, CEO of Berluti, in a statement. "I relate to it because it speaks of who we are while holding a promise of more to come."

Berluti rebegins

Mr. Van Assche's first campaign for Berluti was photographed by Jamie Hawkesworth and styled by Mauricio Nardi.

Berluti appointed designer the designer as its new artistic director back in April.

Mr. Van Assche was most recently creative director of Dior Homme. This marks the latest in a series of shuffles among LVMH's menswear designers, as the parent company of Berluti, Dior and Louis Vuitton puts new talents at the helm of its brands ([see story](#)).

Introducing the first [#Berluti](#) Campaign under Kris Van Assche's Artistic Direction. Featuring the emblematic "Alessandro" shoe.

Photography by Jamie Hawkesworth

Creative Direction by Kris Van Assche and M/M

Styling by Mauricio Nardi [pic.twitter.com/yGHjFyaQZJ](https://pic.twitter.com/yGHjFyaQZJ)

Berluti (@berluti) [June 18, 2018](#)

His appointment came after Haider Ackermann stepped down in April after only a short period of time likely due to his lack of accessories knowledge.

Mr. Van Assche is spearheading a new direction for the brand and believes the black-and-white campaign acts as a blank slate and is a nod to its history.

His first collection for Berluti will be shown in January of next year.

There will also be a new logo to come for Berluti, designed after letters carved into a tree from the year Berluti began, 1895.

"For this first campaign, I wanted to create an image rooted in the maison's origins and emboss it with my vision," Mr. Van Assche said in a statement. "See you in January."

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