

APPAREL AND ACCESSORIES

## Brioni turns Legendary Minds into models in scientific series

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Scott Harrison, founder of Charity: Water. Image credit: Brioni

By BRIELLE JAEKEL

Italian menswear label Brioni is taking an academic approach to ambassador programs in a series that highlights innovators and thinkers.

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"Legendary Minds" is the label's focus on leaders, scientists and entrepreneurs of notable worth, straying from the typical celebrity-focused influencer campaigns. Its latest video features Scott Harrison, a pioneer for clean drinking water in third world countries.

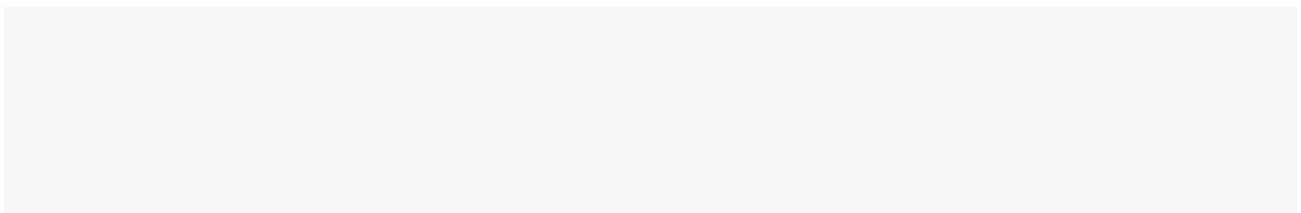
"Today's society is hyper-focused on brands that stand for a cause they expect brands to be socially responsible," said Adrian Dubler, CEO, **Foap**. "So it is more important than ever for brands be in touch with consumer's emotional interests, such as environmental issues, and humanize themselves which is exactly what Brioni is doing."

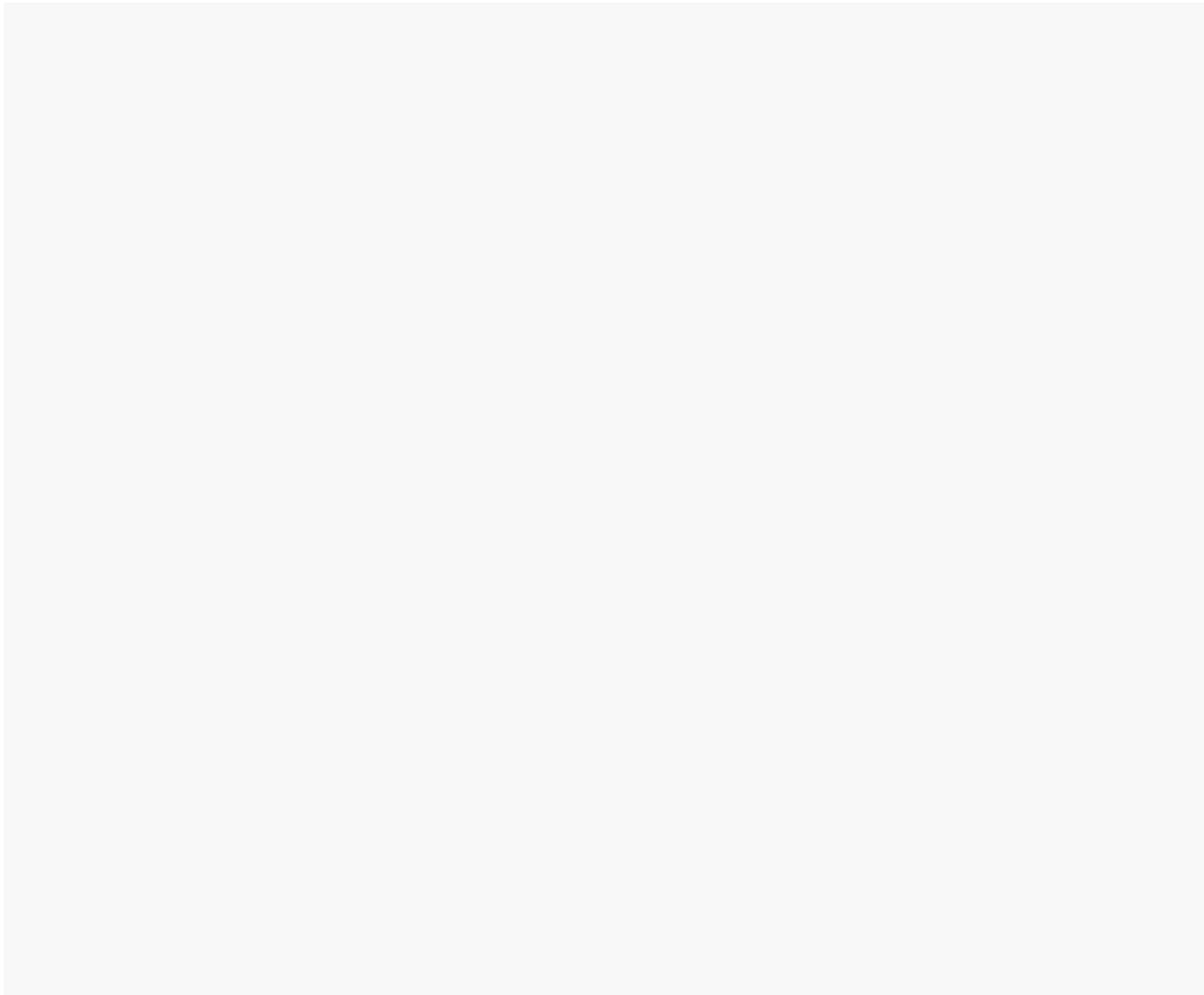
Mr. Dubler is not associated with Brioni but agreed to comment as an industry expert.

Advancements and science

Having founded a nonprofit to bring safe drinking water to developing nations in 2006, Mr. Harrison is sharing his story with Brioni and its followers, hoping to inspire others.

The founder and CEO of Charity: Water explains in the video that he first started looking into humanitarianism after he felt as though he had become the worst version of himself. This started his journey into charity.





The conversation between Brioni and the world's sharpest thinkers opens a new chapter by revealing Scott Harrison as the protagonist of the fourth episode of the Legendary Minds' interview series - @scottharrison is the founder of @charitywater, an inspiring non-profit organization bringing clean, safe drinking water to people in developing nations. Since 2006, Charity: Water has funded almost 30,000 water projects for 8.2 million people around the world. All projects are sustainable and community-owned, meaning the positive impact of implementation will be long-lasting, widespread and multifaceted. Harrison was recently recognized in Fortune Magazine's prestigious 40 under 40 list, the Forbes Magazine Impact 30 list and was recently #10 in Fast Company's 100 Most Creative People in Business Issue. A driving force behind global change, he is currently also a World Economic Forum Young Global Leader #Brioni #LegendaryMinds #TailoringLegends - Watch the full video at Brioni.com

A post shared by Brioni (@brioni\_official) on Aug 29, 2018 at 7:54am PDT

Mr. Harrison built a company that was able to show donors where their money was going, after his friends showed their distrust for charities.

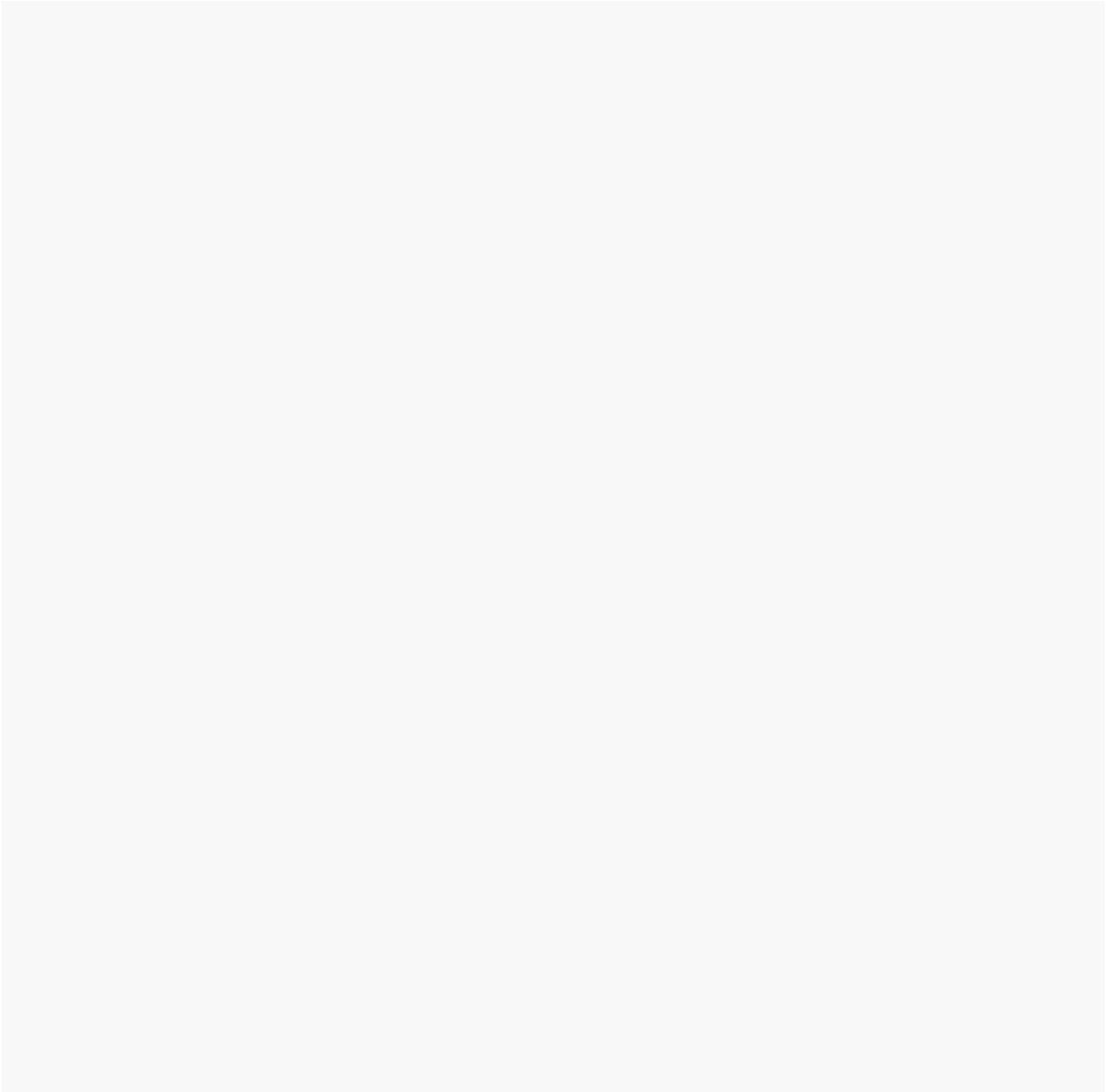
The company now brings 2,800 people clean water everyday.

Mr. Harrison also talked about the company's first foray into 360-degree video, allowing consumers to see how the organization's work actually impacts the individuals in these developing nations.

Another important but unique business strategy was when the nonprofit attempted to drill a well and broadcast it live. Unfortunately, during the building process it did not work out, but the company still chose to broadcast the failure to show consumers the truth.

"Do not be afraid of work that has no end," said Mr. Harrison at the close of the film, referencing his favorite quote

from an old Jewish text.



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A post shared by Brioni (@brioni\_official) on Aug 27, 2018 at 9:00am PDT

In another recent campaign, Brioni cast a stage and screen icon.

Brioni's fall/winter 2017 effort continued 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 ([see story](#)).

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

Brioni's spring/summer 2018 marketing 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 ([see story](#)).

"Social responsibility causes brands to be authentic, honest and transparent which helps build credibility," Mr. Dubler said. "By doing this in a visually creative way, whether it be through images or videos, companies can increase brand loyalty, raise awareness, and strengthen reputations.

"Brioni is a legendary high-end clothing company that's been around since 1945," he said. "They need to stay relevant in today's ever-changing environment that is so focused on modern technology.

"The storytelling within the video is the perfect narrative to bridge the gap between their clothing and how it's evolved over time. For example, Scott Arrison is sharing a personal story that's real, authentic, and true to his professional journey."

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