

APPAREL AND ACCESSORIES

## Brioni embraces tailoring challenge for bespoke demonstration

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*Image credit: Brioni*

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By SARAH RAMIREZ

Italian menswear label Brioni is turning to an artistic masterpiece to demonstrate the impact quality tailoring makes in men's fashion.

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Dressing Michelangelo's sculpture of David, one of the world's most recognizable works of art that stands at 18 feet tall, posed an unexpected challenge for Brioni's tailoring team. While the statue was recreated for the stunt, it shows how far the label will go to create bespoke pieces.

### Dressing David

Creating a custom suit for David required a new perspective from Brioni and took 100 hours of workmanship.

Brioni released a short film that captured the side-by-side reproduction and dressing of David.

*Brioni master tailors modeled a bespoke suit on the iconic statue of David*

The short begins with the fabrics for the suit being selected as the materials for the statue arrive at the studio.

An instrumental score fades out as the sounds of hard work take over, as chalk traces patterns, scissors cut fabric and stone is sanded and chiseled. For the majority of the short, the scenes of the two processes are seen side-by-side, with some clips even overlaid on others.



*Image credit: Brioni*

The film ends with a big reveal, as the completed statue appears for the first time wearing the tuxedo.

#### Artistic campaigns

Brioni's campaigns tend to forgo flash in favor of substance in more traditional print and digital campaigns.

For last year's fall/winter effort, the Kering-owned label continued its time-honored tradition of men's suiting after an edgier image was not well received. The campaign, photographed by Gregory Harris, features iconic British actor Sir Anthony Hopkins in a series of black-and-white portraits ([see story](#)).

Recently, the menswear label took a more academic approach to ambassador programs in a series that highlights innovators and thinkers.

"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 ([see story](#)).

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