

APPAREL AND ACCESSORIES

Canali connects different lifestyles in influencer-backed campaign

October 26, 2018



Image credit: Canali

By SARAH RAMIREZ

Italian menswear brand Canali is showing the versatility of its apparel and accessories with a fall/winter 2018 campaign centering on a trio of influencers.

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Representing the business, creative and travel industries, the three men illustrate Canali's multifaceted approach. Luxury brands, including in menswear, continue to emphasize personality and experiences, in addition to quality, to better attract a new generation of affluents.

"This campaign highlights three perspectives from varying lifestyles regarding the versatility of the Canali collection," said Dalia Strum, educator at [The Fashion Institute of Technology](#), New York. "It does have a focus on the consumer whom is quite active and typically on the move.

"By segmenting out these customer profiles, it allows their client base to imagine themselves within one of those segments," she said. "As they are providing a curated point of inspiration, browsers are thereby motivated to explore styled looks within those categories."

Stylish crossroads

By turning to three diverse influencers with different lifestyles, Canali reiterates that its menswear is a fit for men everywhere. Canali collaborated with Carlo Sestini, Marcel Floruss and Chris John Millington.

A short film accompanying the stills campaign follows the men as they go about their days and how their wardrobes fit into their daily lives.

Canali fall/winter 2018 campaign

Mr. Sestini appears as the businessman and wears the most traditional clothing out of the men. His wardrobe includes a jersey blazer in navy, light blue dress shirt, dami blazer, checkered suit and dress coat.

To portray the more creative dresser of the group, Mr. Floruss wears a Bordeaux parka and slim fitting turtleneck. Mr. Millington wears various bomber jackets and a patterned sweater for his on-the-go lifestyle.



Chris John Millington for Canali. Image credit: Canali

Other pieces seen in the campaign include leather goods and dress shoes.

At the conclusion of the film, the men leave their homes and go out into the city, crossing each other's paths but never interacting.

Italian innovations

Earlier this year, Canali added a new designer to expand its collections.

The 84-year-old family-owned menswear brand appointed Hyun-Wook Lee as its exclusive in-house designer. Mr. Lee's first collection for Canali debuted in June during Men's Fashion Week in Milan ([see story](#)).

In the spring, Canali promoted its latest collection of comfortable, breathable suits with a short film inspired by the high-flying stunts of parkour.

Titled "The Race," the film follows two men wearing Canali's new Impeccable 2.0 suits as they deftly race through the wilderness, the city and other locales to be the first to reach the office. The acrobatic moves performed by the actors are meant to highlight the comfort and flexibility of the brand's suits ([see story](#)).

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