

APPAREL AND ACCESSORIES

Brioni taps into Hollywood's "next generation" for spring

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Brioni's spring/summer 2019 campaign. Image credit: Brioni

By STAFF REPORTS

Italian menswear label Brioni is expanding its celebrity ambassador pool by casting actor Armie Hammer in its spring/summer 2019 campaign.

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Mr. Hammer, who is best known for his roles in films such as "The Social Network" and "Call Me By Your Name," appears in a series of black-and-white stills. Brioni has typically cast famous faces in its advertising, leveraging talent of multiple generations including Pierce Brosnan and Milo Ventimiglia.

Acting ambassadors

Mr. Hammer has been nominated for Screen Actors Guild awards for his roles in "J. Edgar" and "Call Me By Your Name." The 32-year-old actor has also appeared in films including Tom Ford's "Nocturnal Animals," "The Lone Ranger" and "The Man from U.N.C.L.E."

Brioni says of the actor, "Armie Hammer perfectly embodies the contemporary Brioni man: effortlessly elegant, charismatic and spirited."

On Instagram, the actor talks about being a fan of the brand ahead of his casting in a sponsored post, adding a sense of authenticity to the endorsement.

[View this post on Instagram](#)

I have always loved Brioni's designs and suits so when they asked me to do a campaign for their Spring/Summer 2019 line I leapt at the opportunity. Worth it just for this shirt, which is the most comfortable (and probably expensive) T-shirt I've ever worn. It was like being licked by puppies with silk tongues all over my body. #ad #brioni

A post shared by Armie Hammer (@armiehammer) on Feb 7, 2019 at 12:31pm PST

Instagram post from Armie Hammer

Mr. Hammer is the latest in a line of Brioni's "tailoring legends."

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

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 ([see story](#)).

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