

APPAREL AND ACCESSORIES

Pink campaign takes brand ambassadorship to humorous degree

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Matthew Goode stars in Pink's fall/winter 2019 campaign. Image credit: Pink

By STAFF REPORTS

British apparel label Pink Shirtmaker London is promoting its updated brand identity with a new ambassador and a comical campaign.

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Last November, LVMH-owned Thomas Pink underwent a complete rebranding, which maintained a focus on its shirts. As Pink continues to evolve to speak to the modern man, it has tapped actor Matthew Goode as a brand ambassador.

"We are proud to announce Matthew Goode as our ambassador," said Christopher Zanardi-Landi, president/CEO of Pink, in a statement. "Matthew embodies not only the Englishness of Pink and the sharpness of our cut, but also the sense of humor that's deep in our veins.

"His style, class and very importantly, his humor, underline the long-term vision of the brand," he said. "Matthew Goode is the perfect Pink gentleman."

Contract commitment

Pink has kept the shirt at the center of its new brand image, updating them in softer fabrics and vintage pastel shades. Prices for the button-downs have gone up 40 pounds to 130 pounds, or \$166 at current exchange ([see story](#)).

Mr. Goode, known for his roles in "Downton Abbey" and "The Crown," has become the face of Pink's new collection of shirts, designed by creative director John Ray.

Marking the start of the relationship, Mr. Goode stars in the brand's fall/winter 2019 campaign, the first advertising effort since the brand's relaunch.

A short film from the campaign, "A Life in the Pink," paints a hyperbolic picture of brand ambassadorship.

The film is set on Cherry Hill, which was formerly the country estate for U.S. ambassador John Hay Whitney. After establishing the location with an exterior shot, the film enters the home to find Mr. Goode posing for photos while in bed with a cup of tea.

An off-screen voice asks the actor a few questions, including whether this is a typical day for him. One question catches him off-guard, as he is asked how he feels about wearing Pink shirts 24/7.

After a brief discussion with his manager over the contract, Mr. Goode decides to be "positive" about the challenge. The following scenes show the actor in various stages of discomfort about abiding by the contract's stipulation. He is chastised for not wearing a Pink shirt in the shower, and is later shown taking a bath wearing a button-up.

A Life in the Pink

Mr. Goode also plays tennis in a shirt and tie. In the end, he comes to terms with wearing Pink around the clock, saying, "In the grand scheme of things, Goode, it could be an awful lot worse."

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