

APPAREL AND ACCESSORIES

Dunhill campaign creates profile of multifaceted man

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Dunhill Community focuses on a group of men. Image credit: dunhill

By SARAH JONES

British apparel and accessories house Alfred Dunhill is pointing to the diversity of its clientele and potential customers through a campaign that chooses many faces over one.

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Dunhill Community profiles individuals from different fields, showcasing how dunhill designs can fit into a multitude of personal styles and lifestyles. Through this initiative, the 126-year-old Richemont-owned label is looking to paint a modern picture of the dunhill man.

"Dunhill has launched this profile series because it's extremely important to create relatability," said Dalia Strum, educator at [The Fashion Institute of Technology](#), New York. "The foundation of appreciating people and their craft is truly appreciating them, their interests and lifestyle.

"The appreciation for art is truly in the eyes of the beholder," she said. "By establishing a connection with the artist, there is a stronger opportunity to create a connection with their pieces of art."

Ms. Strum is not affiliated with dunhill, but agreed to comment as an industry expert. [Dunhill](#) was reached for comment.

Varied voices

"The idea of the dunhill man is multiple, not singular," said Mark Weston, creative director of dunhill, in a statement about Dunhill Community. "I simply don't like the idea of all men reduced to one person in such a way it feels inaccurate, old fashioned and kind of insulting.

"Instead, I think of different kinds of men, not just in terms of their style but who they are," he said. "It's about creating a visual vocabulary that corresponds to different men and different aspects of their lives."

Introducing this conversation, dunhill first profiled South London-born poet and musician James Massiah. He talks about the process of trying to remove poetry from "lofty places," and considers the idea that morality might be dead.

Throughout his video, Mr. Massiah is shown typing out verses on his phone. He explains how a particular piece

looks good on paper, but he has struggled to get it to rhythmically sound the way he wants when he recites it. The film shows Mr. Massiah in a mostly black wardrobe of sneakers, sweaters and leather jackets.



James Massiah for dunhill. Image credit: dunhill

"If certain fashion brands exist in rap music, through the look and lyrics, it ticks an aspirational box... dunhill doesn't do that and that is what has intrigued me about it," Mr. Massiah said in an interview with the brand. "When I have gone out in Dalston or wherever and people have asked me what is that? I'll say it's dunhill find out about it."

In its second installment, Dunhill Community turned its attention to Robin Katz, a Mayfair-based art and antiques dealer who is the third generation in his family to take up the trade.

During most of the short, Mr. Katz appears barefoot. His laid back lack of footwear is paired with relaxed yet tailored suiting and separates.

Commenting on British style, Mr. Katz explains that Brits excel at both "scruffy" and "smart" dressing.

[View this post on Instagram](#)

THE DEALER #dunhillCOMMUNITY Part two of our new series celebrating the dunhill community. This instalment features Mayfair-based art and antiques dealer @robinkatz_ Full story tomorrow. Film by @janvrhovnik #dunhillAW19

A post shared by @alfreddunhill on Oct 17, 2019 at 9:50am PDT

Instagram post from dunhill

Mr. Katz also notes the contradictions in British art, which can be both safe and rebellious.

Modern masculinity

Other menswear efforts have sought to change the conversation around masculinity.

Ermenegildo Zegna launched its fall/winter 2019-20 campaign themed #WhatMakesAMan featuring two celebrities who question traditional stereotypes of the relationship between men and their clothes.

The Italian fashion label has turned to Oscar-winning actor Mahershala Ali and artist Nicholas Tse to offer up their interpretation of manhood as Zegna brand ambassadors.

Backed by a social campaign and videos, the campaign sets out to position Zegna as a brand that sways with contemporary notions of manliness and also willing to knock sacred cows ([see story](#)).

Through profiling individuals for campaigns, brands can align themselves with particular lifestyles and art forms.

LVMH-owned Champagne house Mot & Chandon is putting a lens on pop culture through a campaign in partnership with a hip-hop photographer.

Jonathan Mannion, who is known for his portraits of artists during the "Golden Era" of hip-hop, will work with Mot & Chandon to profile individuals who are having an impact on culture today. Dubbed "Nectar of the Culture," the platform will be an annual partnership with Mr. Mannion to showcase the next generation of "pioneers" ([see story](#)).

"The 'real people' part feels more authentic and organic as opposed to staged with models," Ms. Strum said. "Life isn't perfect, and staged photos can give off that illusion.

"Real life gives us motivation to stay inspired and pursue real dreams," she said.

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