

APPAREL AND ACCESSORIES

Berluti taps Gen Z skateboarder-artist as face of summer campaign

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Blondey McCoy for Berluti's summer 2020 campaign. Image credit: Berluti

By STAFF REPORTS

French menswear label Berluti is courting the up-and-coming generations of luxury buyers via the casting of its latest campaign.

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The LVMH-owned brand's summer 2020 advertising effort features Blondey McCoy, a 22-year-old professional skateboarder and designer who hails from London. While Gen Z currently makes up a small portion of luxury sales, younger generations are expected to account for most of the business' growth in the coming years, calling for shifting marketing approaches.

Skateboarder as spokesmodel

Mr. McCoy, who is of British and Lebanese descent, is an artist, model and skateboarder. He is also the clothing designer behind Thames, a fashion and skateboard brand he founded.

The artist and athlete also has a significant social media audience, with 309,000 followers on Instagram.

Berluti's campaign was shot on location in Rome by Alasdair McLellan, marking the photographer's third collaboration with the brand since creative director Kris Van Assche joined the label. In addition to having an existing relationship with Berluti, Mr. McLellan is friends with Mr. McCoy.

In a campaign image shared, Mr. McCoy sits on a brick ledge, leaning his head against his hand.

[View this post on Instagram](#)

- THE #BERLUTI SUMMER 2020 ADVERTISING CAMPAIGN FEATURING @blondey - Berluti announces Blondey McCoy as the face of its Summer 2020 Advertising Campaign. The 22 year-old British Lebanese skateboarder and designer was shot by his long-time friend and collaborator Alasdair McLellan on location in Rome, marking the photographer's third campaign for Berluti under the artistic direction of Kris Van Assche. Photography by @alasdairmclellan Creative Direction by @kris_van_assche and @mmparisdotcom Styling by @mauricionardi

A post shared by BERLUTI (@berluti) on Jan 2, 2020 at 12:57am PST

Instagram post from Berluti

Luxury brands need to be focused on the next generations of consumers. In 2019, millennials are 35 percent of the personal luxury goods market and Gen Zers represent 4 percent of luxury sales.

By 2025, millennials will be 45 percent of the market, while Gen Z will be 10 percent. A decade later in 2035, millennials will remain stable at 45 percent while Gen Z will increase their spending to comprise up to 40 percent of the market ([see story](#)).

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