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LEATHER GOODS

Berluti goes with Blondey McCoy as face of summer 2020 ad campaign

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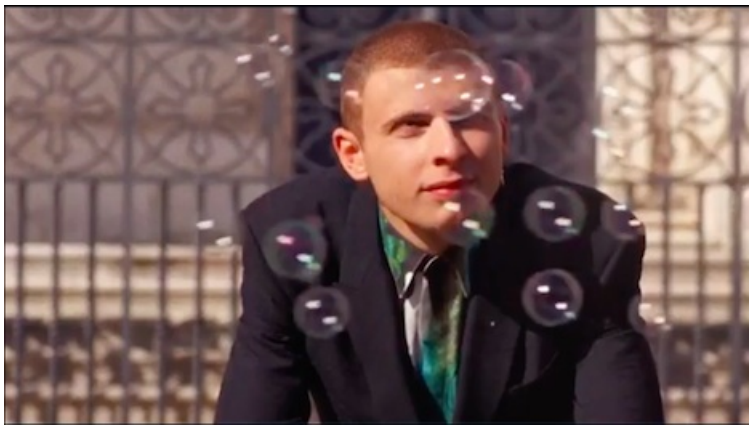

Berluti's summer 2020 whisks Blondey McCoy to Roman landmarks such as the Trevi Fountain. Image credit: Berluti

By STAFF REPORTS

Italian footwear and leather goods maker Berluti has named Blondey McCoy as the face of its summer 2020 advertising campaign.

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The 22-year-old British-Lebanese skateboarder and designer was shot on location in Rome by his friend and collaborator, Alasdair McLellan.

Blondey McCoy on location in Rome for Berluti's summer 2020 ad campaign. Image credit: Berluti

This is Mr. McLellan's third ad campaign for Berluti under the artistic direction of Kris Van Assche.

A 31-second video accompanies the campaign, promoted across social media.

Mauricio Nardi handled the styling for the campaign that will run across major media vehicles.

Berluti is part of LVMH.

The Berluti summer 2020 ad campaign has a buoyant feel to it. Image credit: Berluti

THE CAMPAIGN comes soon after Berluti introduced a new service for the holiday season.

The brand combined a traditional stencil technique with its internal patina know-how to offer a customized pattern that mimics hand-made alligator scales.

This is the first of many patterns that Berluti plans to launch.

View this post on Instagram

A post shared by BERLUTI (@berluti) on Jan 3, 2020 at 12:12am PST

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