

APPAREL AND ACCESSORIES

Brioni unleashes Brad Pitt in spring summer 2020 campaign as brand begins repositioning

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Brad Pitt in Brioni DJ accepting his Golden Globe award for his role in "One Upon a Time in ... Hollywood." Image credit: Brioni, Hollywood Foreign Press Association

By STAFF REPORTS

Italian menswear label Brioni has launched its spring summer 2020 ad campaign starring newly named brand ambassador and actor Brad Pitt.

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The campaign, called "Tailoring Legends," is Mr. Pitt's first outing as a Brioni model splashed across print, outdoor and online media. The effort comes in Brioni's 75th year, an occasion that Brioni will celebrate through 2020 with multiple events.

"I've always admired Brioni's elegant and timeless designs," said Mr. Pitt in an Instagram statement. "The brand embodies creativity, quality and excellence."

New act

French conglomerate Kering owns Brioni, a Roman house that was acquired from the founders' descendants in 2011.

Brioni is the key menswear brand in the Kering portfolio that includes Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ulysse Nardin, Girard-Perregaux and Kering Eyewear. The group has 35,000 employees worldwide with total revenue last year of \$15 billion.

Mr. Pitt follows Bond actor Pierce Brosnan, Sir Anthony Hopkins and Samuel L. Jackson as frontman for the Tailoring Legends campaign.

Actor Matt Dillon has also been actively employed as model for Brioni.



Actor Brad Pitt in Brioni dinner jacket and trousers, white shirt and silk bowtie for the new Tailoring Legends ad campaign. Image credit: Brioni

Hiring Mr. Pitt as brand ambassador paid off PR wise.

Mr. Pitt won a Golden Globe last Sunday for his role in "Once Upon a Time in Hollywood," a movie that is a 60s flashback going back to Sharon Tate's era.

The actor was wearing a Brioni three-piece mohair dinner jacket and trousers, white cotton shirt and black silk bowtie.

[View this post on Instagram](#)

A post shared by Brioni (@brioni_official) on Jan 9, 2020 at 3:17am PST

Mr. Pitt's appointment as the face of the brand signals the changes ahead for Brioni as it reinvents itself for a more casually dressed men's market.

Changes started at the top.

Tip top

Last month Mehdi Benabadji was named CEO of Brioni after the departure of Fabrizio Malverdi.

Most recently Kering's chief operations officer leading the group's logistics and industrial activities, Mr. Benabadji took over Jan. 1.

Mr. Benabadji is familiar with Brioni, holding the post of director of strategy and development after Kering acquired the brand in 2011. He will report to Jean-Francois Palus, group managing director of [Kering](#).

The Kering veteran assumes the leadership role at the Rome-based brand amidst rapid changes within the men's formalwear sector as affluent males switch to more casual and street-style apparel and accessories.

Per Kering, the new CEO's "mission now will be to consolidate the repositioning of Brioni and to support its international development."

[Brioni](#) until last month was running a marketing effort featuring actor Matt Dillon along with vignettes of prominent Romans wearing Brioni.

A video was also released in November called "The Women Behind Tailoring" to honor women and in support of the brand's stand against violence toward that gender.

THIS WEEK has been nostalgic for Brioni.

Sixty-eight years ago, Brioni hosted the first men's fashion show in history at the Sala Bianca of Palazzo Pitti in Florence.

The collection was a myriad of fluid tailoring, giving greater freedom of movement along with sophisticated fabrics, Brioni said. These innovative silhouettes transformed Brioni into the reference for Roman style.

Earlier this week, Brioni returned to Florence to present its 75th anniversary collection.

[View this post on Instagram](#)

A post shared by Brioni (@brioni_official) on Jan 7, 2020 at 7:55am PST

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