

APPAREL AND ACCESSORIES

Brioni, like Savile Row example, embarks on global trunk show tour

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A vintage trunk carrying Brioni fabrics during the trunk shows from a different era. Image credit: Brioni

By STAFF REPORTS

Italian menswear label Brioni is celebrating its 75th anniversary by bringing back its trunk show that first debuted in 1955.

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The Brioni Trunk Show Grand Tour, as the initiative is called, will travel to 11 cities worldwide. The goal is to bring the brand closer to customers and create buzz of the arrival.

The trunk show is styled similar to what London's Savile Row tailors do with their visits to customers and prospects in cities such as New York, San Francisco, Washington, Boston, Tokyo and Hong Kong. Cutters carry fabric and fit clients in formalwear.



A customer fitting session during a Brioni trunk show a few decades ago. The Kering-owned menswear label is bringing the Grand Tour Trunk Show back. Image credit: Brioni

Right fit

A Brioni chief master tailor will accompany each **trunk show**, traveling with limited-edition fabrics and options for formal menswear and bespoke denim.

The effort mimics what the brand's founders did 65 years ago to introduce bespoke Italian tailoring to male personalities in key markets.

At that point, exclusive trunk shows were staged worldwide, with collections presented to politicians, businessmen and actors.

Hollywood actors such as Clark Gable, Cary Grant and John Wayne attended the trunk shows and fittings, given the personal relationships they had with the Brioni founders.

The Grand Tour cemented Brioni's reputation and was repeated several times over the years.

The trunk show announcement comes soon after Brioni launched its spring summer 2020 ad campaign starring newly named brand ambassador and actor Brad Pitt ([see story](#)).

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.



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

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

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."

The Brioni Trunk Show Grand Tour

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