

APPAREL AND ACCESSORIES

Brioni showcases Brad Pitt's laidback appeal in fall/winter 2020 ad campaign

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Brad Pitt fronts Brioni's fall/winter ad campaign that continues its "Tailoring Legends" theme, Image credit: Brioni

By LUXURY DAILY NEWS SERVICE

Italian menswear brand Brioni has debuted its fall/winter 2020 advertising campaign featuring brand ambassador and actor Brad Pitt.

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Shot in black and white, the campaign comprises a series of portraits that captures a languorous feel and laid-back approach to Mr. Pitt's take on fashion.

The effort is part of Brioni's ongoing "Tailoring Legends" campaign.



Brad Pitt against the Los Angeles skyline, posing in Brioni's fall/winter 2020 collection. Image credit: Brioni

Star highlights

The [photographs and 37-second video](#) were shot in Los Angeles, where Mr. Pitt is based, with a scenic panorama of the city's skyline as the actor strolls across a rooftop terrace in different garments.

Mikael Jansson took the photographs and video.

Mr. Pitt models looks from Brioni's fall/winter ready-to-wear and eveningwear collection.

The collection comprises suits, ties, shirts, trousers, shoes, jackets, overcoats and sweater, ranging from \$210 to \$9,150.

Listed under the "Brad Pitt Wardrobe" section online at Brioni.com, the collection is also available in company stores worldwide.

The campaign runs across all media, including email and social platforms such as Twitter and Instagram.



Brad Pitt is Brioni's recently appointed brand ambassador as the label tries to appeal to consumers preferring a less-formal look but with the suit as part of the ensemble. Image credit: Brioni

Pivot to casual smart

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.

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

Mr. Pitt won a Golden Globe last January 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 ([see story](#)).

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.

The arrival of the COVID-19 pandemic, of course, has issued its own challenge with fewer formal occasions or outings requiring formal or semi-formal attire. Hence, the mix-and-match of Brioni's new fall/winter collection that appeals to indoor and outdoor activities.

Introducing the Brioni Fall/Winter 2020 Tailoring Legends' advertising campaign featuring brand ambassador Brad Pitt [#BradPitt](#) [#Brioni75](#) [#TailoringLegends](#) pic.twitter.com/rV64ojT118
Brioni (@Brioni_Official) [September 7, 2020](#)