

APPAREL AND ACCESSORIES

## Brioni releases capsule collection with Brad Pitt

April 7, 2021



Brad Pitt stars in Brioni's latest campaign featuring his signature collection. Image credit: Brioni

By LUXURY DAILY NEWS SERVICE

Italian menswear brand Brioni has unveiled "BP Signature," an exclusive capsule collection created in collaboration with house ambassador Brad Pitt.

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Inspired by the actor's style and confidence, Brioni has designed a collection of seven pieces. Inside each of these pieces, customers can find the exclusive label designed by Mr. Pitt featuring his signature.

### BP Signature

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, Boucheron, Pomellato, DoDo, Qeelin, Ulysse Nardin, Girard-Perregaux and Kering Eyewear ([see story](#)).

### *Brioni BP Signature' Collection*

After announcing Mr. Pitt as its ambassador, the brand launched its first campaign with the Academy Award-winning actor for its spring summer 2020 campaign "Tailoring Legends." The effort came in celebration of Brioni's 75th anniversary ([see story](#)).

Mr. Pitt's personal style and Brioni's commitment to craftsmanship inspired the BP Signature collection, which includes a two-button suit, a featherweight long-sleeved cashmere polo sweater, a double-splittable cashmere sport jacket, a lightweight unlined car coat and a velvet evening jacket with a matching cotton evening shirt and wool trousers.

The BP Signature evening pieces are modeled after the outfit Mr. Pitt wore during the 92nd Academy Awards ceremony when he won "Best Supporting Actor" for his role in Quentin Tarantino's "Once Upon a Time in Hollywood".

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