

APPAREL AND ACCESSORIES

Brioni enlists Jude, Raff Law as brand ambassadors

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Jude Law (left) and Raff Law (right) for Brioni. Image credit: Brioni

By LUXURY DAILY NEWS SERVICE

Italian menswear brand Brioni has tapped a father-son duo as house ambassadors.

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British actor Jude Law and his son Raff Law will make their Brioni debuts in its upcoming spring/summer 2022 campaign. Known for its signature suits, Brioni has also embraced elevated leisurewear to appeal to today's more casual consumers.

"The Brioni dedication to their craft and quality is inspirational, and I've always loved wearing their garments," the elder Mr. Law said in a statement.

"It's especially joyful to be working alongside Raff with a house rooted in Rome," he said. "I formed a special connection with that city during the shooting of *The Young Pope*," and it feels wonderfully comfortable and like a homecoming."

Family affair

Brioni has often turned to Hollywood talent to front its campaigns.

Actors Matt Dillon, Pierce Brosnan, Sir Anthony Hopkins and Samuel L. Jackson have all appeared in Brioni campaigns. American actor Brad Pitt was the brand's most recent ambassador, even unveiling a capsule collection with the label in spring 2021 ([see story](#)).



Brad Pitt was Brioni's previous house ambassador. Image credit: Brioni

By enlisting both British actors to succeed Mr. Pitt, Brioni is bringing together gravitas and youthfulness to the brand.

The elder Mr. Law has won accolades throughout his acting career in film, television and theatre. His son made his film debut in *Repo Men* in 2010 and most recently appeared in 2021's *Twist*.

The father-son pair will be photographed by Craig McDean for their Brioni campaign debut.

"Sharing the frame with my father for Brioni is very exciting," Raff Law said in a statement.

"Although we naturally both have different tastes and perspectives, we share a lot of the same passions too," he said.

"One of those is that we both have a love for clothing and Brioni is something we agree on."

This is not the first time the talented Law family has represented a luxury brand. In 2017, Iris Law daughter of Jude and sister to Raff served as the face of Burberry Beauty ([see story](#)).

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