

APPAREL AND ACCESSORIES

## ‘A Very Berluti Holiday’ helps foster the spirit of friendship this season

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As 2022 winds down, prestigious French leather maker Berluti is just gearing up.

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The brand's 2022 holiday campaign ad shows people racing through city streets clad in some of house's highlights before all convening at a holiday party to exchange presents. The ad celebrates the art of gift giving, and the special moments shared among friends.

Carrying on

LVMH-owned Berluti was founded in 1895.

In the bright light of morning, the campaign's characters check themselves in the mirror, grab their keys complete with leather key ring from the counter and rush out into the day. They shine their shoes, ponder what to wear and quickly down the last drops of espresso at a caf table.

They grab their leather attach cases and slim leather backpacks before hopping onto bicycles, vespas, and into open-topped sports cars.

One woman paints her eyes and tousles her hair before stepping into the cobblestoned street. Later, at dusk, wearing what appears to be the camel double breasted coat from the holiday collection, she races along the sidewalk carrying Berluti shopping bags.

When all the characters convene at a holiday party in the living room of a high-rise apartment, they pass each other specially wrapped gifts from **Berluti's** end-of-year collection. In the spirit of the season, they laugh, toast and dance into the night.

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A post shared by LVMH (@lvmh)

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This holiday collection features watchbands, bags, wallets and apparel that showcase house's renowned craftsmanship.

This craftsmanship intertwines with technological innovation in the steel blue Scritto leather watch bracelet that is compatible with Apple watches up to series 7. It is fastened by an exclusive metal buckle designed by the house.

For storing this or any other watch, the house offers the Scritto Leather 1 Watch Case with metal zip enclosure in the color of *cacao intenso*. To store as much as display up to three of your watches, there is the Wool and Leather Watch Box, a chest made of walnut with patinated Venezia Scritto leather inlay.

Many of the collection's wallets, messenger bags and other items boast colored gradations that resemble winter gloaming, recalling the last strains of light at the closing of the year.

Other items, such as the Scritto Leather Cigarette Case, the Tersio Scritto Leather Pouch and the Scritto Wool Scarf, come in a shade of midnight blue, the color the sky takes on the minute one year fades out and another one bursts forth.

Berluti made its start in shoemaking before expanding into menswear and this collection duly features a variety of shoes. The Playtime Leather Sneaker comes in swirling blue and tan colors aptly described as cloudy cacao. A second sneaker is a mix of tan leather and gray cashmere.

In a more playful nod to this heritage, the collection offers wooden shoes which were last covered with Venezia leather, and are now presented as paperweights. They come in three choices of color.

In October of this year, Berluti turned its talents to the liquor business, collaborating on a special project with compatriot house Hennessy. Berluti created a leather attach case to hold a bottle of rare cognac named after the liquor brand's founder Richard Hennessy. The case was made of calf leather, one of Berluti's signature materials, in a color to match the cognac ([see story](#)).

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