

APPAREL AND ACCESSORIES

## Brioni revels in time well spent with ambassadors Jude, Raff Law for spring/summer 2023

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*Image courtesy of Brioni*

By AMIRAH KEATON

Italian menswear brand Brioni is getting personal in a new campaign starring the brand's famed familial ambassador duo.

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The brand's latest marketing update features English actor Jude Law alongside his protege, son Raff Law, wearing hero pieces from the luxury house's spring/summer 2023 collection. Continuing their relationship with Brioni into this third chapter, the strategic pairing infuses an enhanced level of intimacy and authenticity into the label with each new era.

"This campaign captures the essence of father and son intimacy in a new light," said Norbert Stumpf, design director at Brioni, in a statement.

"We wanted to convey how much beauty can be found in cherishing time together, showing how Brioni can be part of your life elevating each moment."

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