

APPAREL AND ACCESSORIES

## Dunhill showcases English eccentricities for fall/winter 2023

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*A new release is imbued with trademarks from the fashion house's past. Image courtesy of Dunhill*

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By ZACH JAMES

British menswear label Dunhill is modernizing archival elements with a new release.

Unveiling "Hallmarks of Style," the fashion house is out with its fall/winter 2023 campaign. Featuring formal pieces, casualwear, leather accessories, handbags and footwear, a decidedly English campaign illustrates a contemporary sense of fluidity while using heritage as a foundation.

Corresponding collection

Imbued with trademarks from the brand's past, Dunhill's newest drop is tied to its recently appointed creative director Simon Holloway ([see story](#)).

Mr. Holloway, a scholar of traditional English design, draws upon his expertise as well as Dunhill's archives for this assemblage of apparel and accessories.



*The cast of the campaign presents a diverse array of vintage items, pairing them with Dunhill's latest designs. Image courtesy of Dunhill*

The various materializations at hand are diverse, comprised of silk, cashmere and vicua, a fine wool sourced from South America's Andes Mountain Range. Items manage to both draw on the house's history and reference 20th-century style trends.

In this vein, faces from Dunhill's history are represented in the visuals for the collection by a lineup of models, including Axel Hermann, Hamid Onifade, Henry Kitcher, Hugh Laughton Scott, Kamui T., Pratik Shetty and Will Chalker, captured by Dominican photographer Luis Alberto Rodriguez.

*Dunhill dives into its history for the last collection of 2023*

In "Hallmarks of Style," the talents allow viewers a glimpse of British fashion's past and present through the lens of Dunhill, allowing the brand to be the unifying force behind it all.

Honing heritage

A minute-long short film features models sporting a medley of posh looks, posing in close proximity to vintage objects.

From small cars to cutlery to interior decor fixtures, each prop represents a stop in Dunhill's journey.

"Hallmarks" include a spinning top, playing dice, a device modeled after Newton's cradle and a Type-E automobile from British automaker Jaguar. The fashion house refers to the assortment as a "compendium," a term typically used to describe concise accounts of wide-ranging subjects.



*Dice and other tabletop game pieces are showcased in different parts of the endeavor. Image courtesy of Dunhill*

All of the oddities featured in Dunhill's current fall/winter campaign have been seen across previous marketing materials from the maison. Here, adulthood and childhood seem to both be present in playful pairings of toys and knickknacks aside from sensibly dressed stars.

Olive coats more traditionally aligned with collegiate settings are positioned beside game pieces shown in primary hues. Tabletop scenes from the home reach audiences alongside photos of riding gloves, an accessory usually worn outside and on the move.

Together, the selections evoke a dual-toned look at British life through the decades, forming a meeting point of the old and new. There is a timelessness in this, as Dunhill appears to be pulling out these elements in an effort to maintain its allure.

For fall/winter 2023, Italian fashion label Tod promoted imagery inspired by the 1970s aesthetics of the brand's home nation ([see story](#)), joining Dunhill in reimagining and reviving heritage looks.

This creative practice has proven fairly commonplace among luxury players ([see story](#)).

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