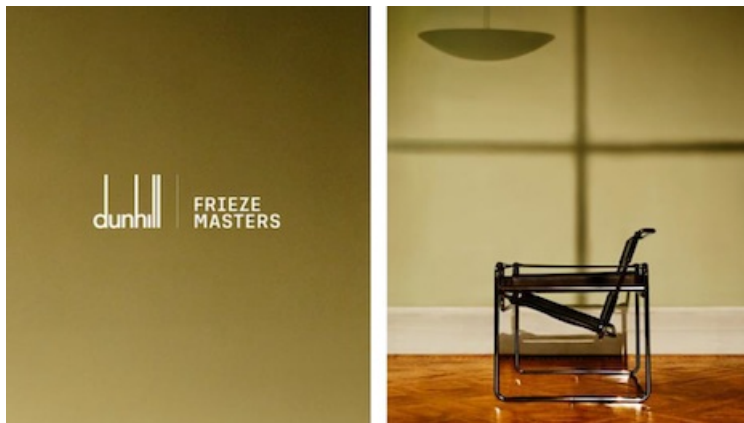


APPAREL AND ACCESSORIES

Dunhill announces first-time partnership with Frieze Masters 2023

September 29, 2023



Frieze Masters 2023 will take place at London's The Regent's Park from Oct. 11 to 15. Image courtesy of Dunhill

By LUXURY DAILY NEWS SERVICE

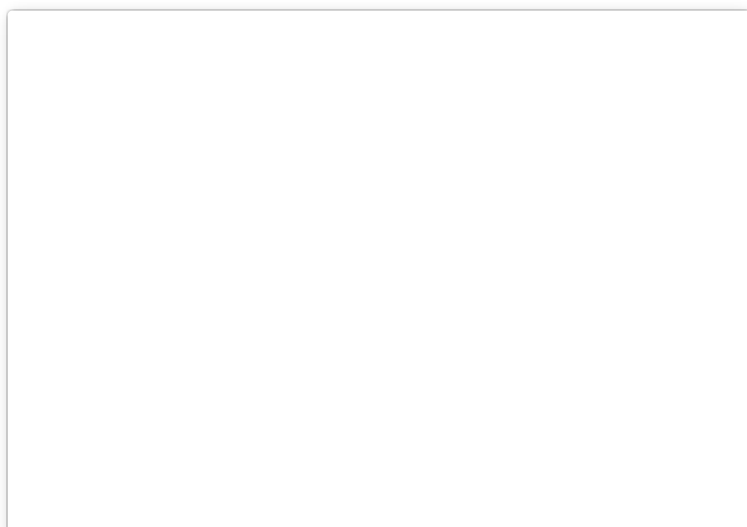
British menswear label **Dunhill** is aligning its brand with an established art world entity.

National Portrait Gallery director Dr. Nicholas Cullinan will curate a variety of brand-sponsored "Frieze Masters Talks" conversations the panels will be held throughout the course of October, kicking off with a partnership launch event on Friday, Oct. 6 at Bourdon House, Dunhill's flagship boutique in Mayfair. Marking the program's first appearance since 2019, the maison will help bring the beloved series focused on collectible objects from across the ages back to the popular global art fair.

Expert commentary

With talks set to be hosted within Dunhill's auditorium at the fair, Frieze Masters 2023 will take place at London's The Regent's Park from Oct. 11 to 15.

Seeking to further a commitment to "supporting cultural legacy and creating intelligent conversations," Dunhill is backing seven speaking engagements by way of collaboration with the five-day fair.



[View this post on Instagram](#)

A post shared by @dunhill

The "Frieze Masters Talks" series will feature the likes of industry experts, actors, art historians, museum curators, journalists and executive-level employees, among other field professionals.

Each of the conversations will be recorded for a release in podcast form starting in November, with new episodes dropping weekly after launch.

A late-night program on Oct. 13 starring Dr. Cullinan, actress Tilda Swinton, stylist Jerry Stafford, photographer Tim Walker and art group Gilbert and George will be livestreamed by the National Portrait Gallery.

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A post shared by Frieze (@friezeofficial)

All of Dunhill's events will be held within its branded space, outfitted with furnishings and embellishments curated by Nick Foulkes, author of *Dunhill by Design*.

LVMH-owned Champagne house Ruinart was present at a previous Frieze event earlier this year ([see story](#)).