

APPAREL AND ACCESSORIES

Berluti presents slice of New York life for spring 2024

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A local business owner fronts the campaign. Image credit: Berluti

By ZACH JAMES

Italian footwear and leather goods brand Berluti is introducing a smaller-scale effort for its latest apparel drop.

For the label's Spring 2024 collection, it is enlisting a group of entrepreneurs, athletes and artists to showcase how they style the selection of clothing during their day-to-day lives. To begin in the "Dans le pas de," or "In the Footsteps Of," campaign, French-Algerian businessman Lounes Mazouz showcases his everyday experience in his home of New York City, presenting a candid slice-of-life view of high-end clientele.

Real-life luxury

Berluti is highlighting the "passions, journeys and sense of elegance" of those who wear their Spring 2024 selection through the new campaign.

Each edition will chronicle its frontman's connection to the collection, as well as their personal histories. The first story stars Mr. Mazouz, who owns and operates neo-bistro Ella Funt in the Bowery district of East Manhattan.

Berluti presents "Dans les pas de" Lounes Mazouz

His journey to his luxury-wearing life today is detailed in a 0:30-minute video on the maison's YouTube channel. Shots of the Big Apple skyline are paired with close-ups of his Berluti outfit details as he breezily makes his daily walk from the East Village to the Financial District.

Praising fellow "go-getters," Mr. Mazouz seems to represent the famously ambitious men who call the city home.

He grew up living in Paris and London, his father operating restaurants in both cities. When he was younger, he dreamed of living in Manhattan.

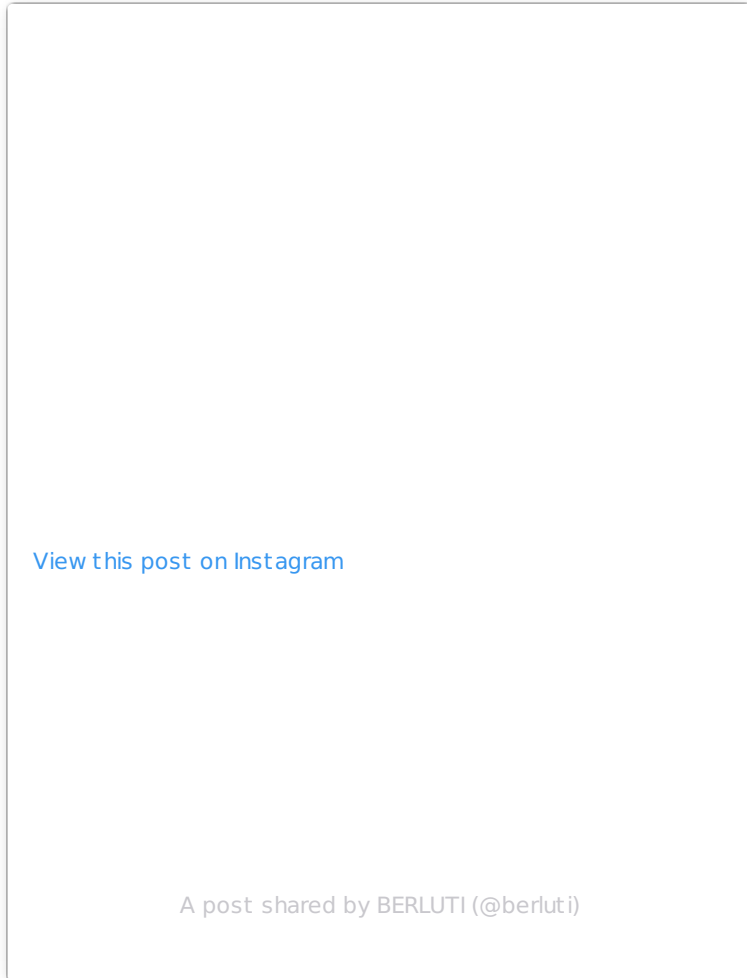
Once he graduated from Cornell University, he made it happen.

Now in his 30s, he has followed in his father's footsteps to become a restaurateur. His first opening garnered a massive amount of acclaim and attention in its first year of operation.

The neon-soaked eatery odes New York history and culture, which Mr. Mazouz ties into his everyday fashion, his outfits almost

always featuring pieces from Berluti.

"[Berluti is] the ultimate French menswear maison," said Mr. Mazouz, in a statement.



"There's such attention to quality, craftsmanship and detail, yet there is often a delicate sense of quirkiness that keeps things bold," he said. "They are never out there, yet there is not a day when I wear them that I don't get asked where they come from.

"That's true chic."

His apparel, from the Spring 2024 collection, encompasses house codes and design signatures. Epitomizing everyday savoir-faire the new selection spans dozens of pieces of ready-to-wear, accessories, footwear and handbags, all available in-store and stocked [online](#).

Alongside the collection, Berluti is refreshing its "B-Volute" product line, which includes leather bags, belts and shoes. First introduced in the 1990s, its new update includes grained leather, a loafer saddle strap and a bag lock, among other features.

Slim scopes

More personal tales from ambitious men will follow from Berluti, which is hopping on a trend of luxury labels telling small-scale stories surrounding their releases.



Mr. Mazouz is the first to be featured in the new scaled-down series. Image credit: Berluti

Last summer, French fashion house Chanel took a similar approach to the menswear maison, following French model Iman Perez around Paris as she wore pieces from the fall/winter 2023 assemblage ([see story](#)). Her daily routine was likewise captured, contextualizing branded luxury products within the lives of every day, albeit aspirational, lifestyles.

Italian label Dolce & Gabbana took a slightly different path, but followed along the same lines. For its spring/summer advertisement, it incorporated aspects of the neorealism film movement of the 1940s and 1950s, which placed non-actors and working-class stories into movie productions ([see story](#)).

A focus on personal stories is also taking place, with German automaker Porsche ([see story](#)) and French fashion house Louis Vuitton ([see story](#)) presenting deep dives into ambassadors' and celebrities' ties to their respective brands.

Presenting diverse and down-to-earth takes on luxury could be key to drawing in both young and core consumers during what is predicted to be a down year in sales across the segment ([see story](#)).

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