

APPAREL AND ACCESSORIES

# Brioni captures ‘slow luxury’ with Oscar Isaac for spring/summer 2024

February 27, 2024



*The campaign was shot by British photographer Josh Olins, a frequent tap among luxury labels. Image courtesy of Brioni*

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By LUXURY DAILY NEWS SERVICE

As awards season marches on, Italian menswear brand Brioni is tapping a Hollywood powerhouse for its latest drop.

American actor Oscar Isaac is the face of the label’s spring/summer 2024 campaign, debuting in print, online and on billboards around the world. Capturing the “spirit of slow luxury,” the A-lister is also being announced as the newest Brioni brand ambassador.

“We are delighted to partner with Oscar Isaac, who is the embodiment of the Brioni man: charismatic, authentic and with a strong personal style,” said Mehdi Benabadji, CEO of **Brioni**, in a statement.

“His natural allure and charisma strengthen the House’s notion of effortless modern elegance.”

## Talented tap

Mr. Isaac is a major signing for the brand, frequently appearing in blockbuster films and having become a staple at industry award ceremonies.

The campaign, shot by British photographer Josh Olins, places the actor in a stripped-down set with a black background. The collection’s ready-to-wear and tailoring, and Mr. Isaac’s individuality, are showcased through selective and atmospheric lighting.



*Each photo is said to focus on the maison’s “spirit of slow luxury.” Image courtesy of Brioni*

Several pieces from the selection are worn by the star in photos and videos. The imagery shows off the tactile experience of wearing high-end clothing, spotlighting the experiential nature of quality materials.

The whole lineup is now available on Brioni's [website](#) and in-store.

"It's truly a pleasure to be named house ambassador," said Mr. Isaac, in a statement.

"I respect Brioni's commitment to quality and I'm proud of this first chapter of our collaboration," he said. "It embodies the perfect blend of timeless sophistication and contemporary flair, which I think speaks to what Brioni is all about."

*Oscar Isaac stars in Brioni's spring/summer 2024 campaign*

Luxury has been actively enlisting cinema darlings for recent marketing initiatives. French fashion house Louis Vuitton is just one of the latest examples, appointing American-Irish actress Saoirse Ronan as a brand representative last month ([see story](#)).

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