

APPAREL AND ACCESSORIES

# Dunhill odes classicism in latest seasonal collection

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*The collection spans ready-to-wear, accessories, footwear, bags and more. Image courtesy of Dunhill*

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By LUXURY DAILY NEWS SERVICE

British menswear label **Dunhill** is uplifting heritage codes with its current seasonal collection.

Spring/summer 2024 imagery was unveiled this week, all fitting into a central motif of "Classicism Now." Led by creative director Simon Holloway, the campaign pays tribute to his distinctly British sensibilities.

## **British flair**

Shot by British photographer Paul Wetherell, the marketing involves a series of portraits, either of men sporting the selection or of the products themselves.

Models Kit Butler, Henry Kitcher, Woosang Kim and Pratik Shetty are the faces of "Classicism Now," with the majority of them holding ties to Britain, whether it be their upbringing or current place of residence. The choice to cast those with links to the region celebrates the homeland of Dunhill and reasserts its British identity.



*Handbags are a part of the spring/summer 2024 collection. Image courtesy of Dunhill*

Imagery and portraiture showcase a formal but bright tone, leaning into the quiet luxury craze defined by light colors, timeless silhouettes and gentle lines. The array contrasts the fall/winter 2023 campaign, "Hallmarks of Style," which was dark and gloomy by comparison ([see story](#)).

For the coming sunny months, muted shades of cashmere, leather and suede are on offer throughout the assemblage, paying homage to the sense of sophistication that the maison and the U.K. is so known for. This is extended to the 1893 Harness handbags and the Audley Penny Loafer shoes, both included as a part of the overall selection.

The full spring/summer 2024 collection, comprised of ready-to-wear, accessories, footwear, bags and more, is available now, both in-store and stocked [online](#).

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