

APPAREL AND ACCESSORIES

# Brioni gets sporty with new golf capsule

March 26, 2024



*The collection spans ready-to-wear and accessories. Image credit: Brioni*

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By LUXURY DAILY NEWS SERVICE

Ahead of the prestigious Masters Tournament next month, Italian menswear brand **Brioni** is embracing the sport of golf with a limited-edition drop.

Spanning 14 items, the aptly titled "Golf Capsule" brings the label's trademark sophistication to the elevated athletic pursuit. Spread across a neutral color palette of whites and blues, the sportswear selection aims to help men "hit the green in style."

## Hole in one

Clothing within the capsule includes vests, half-zip sweaters, polos, shorts, trousers, windbreakers, sneakers and baseball caps.

Each item is meant to compliment a man's game on the course, pairing luxury comfort with Italian style and codes. All of the pieces within the assemblage are certified to have been crafted in Italy from local cotton, silk, cashmere and wool, among other materials.

## *Brioni presents The Golf Capsule*

To uplift the drop, a 30-second-long campaign film was released across Brioni's social channels, including YouTube, Instagram and X. The video showcases the natural beauty of the sport, opting to forego a musical score in favor of the sounds of the outdoors, the club hitting the ball and a serene synthesizer pulse, which provides a contrasting and complimentary tone to the visuals.

Released last week, the limited-edition collection is available now both in-store and stocked [online](#).

Its unveiling comes just weeks before the annual Masters Tournament in Augusta, Georgia, one of the biggest events of the PGA Tour's season, set to tee off on April 11.

Other luxury brands have been looking to get in on the sport as well, with Toyota Corp.'s Lexus signing American golfer Will Zalatoris on as a brand ambassador earlier this month ([see story](#)).