

MAIL

Alfred Dunhill flaunts autumn/winter collection via mail catalog

November 20, 2012



By ERIN SHEA

British apparel and accessories brand Alfred Dunhill is showcasing its autumn/winter 2012 collection through a print catalog featuring its Voice campaign as the cover.



The 120-page, matte catalog features the label's fall and winter collections along with editorial content and images. Each one of the covers shows an actor, an architect, a documentarian or a filmmaker.

"Alfred Dunhill has already proved itself a traditional brand that embraces new ways to engage and communicate with its audiences," said Liana Dinghile, group director of strategy for Europe, Middle East and Asia at [Siegel + Gale](#), London.

"The use of a print catalog reflects the craftsmanship of the Alfred Dunhill brand," she said. "It demonstrates a commitment to design, texture, shape and workmanship.

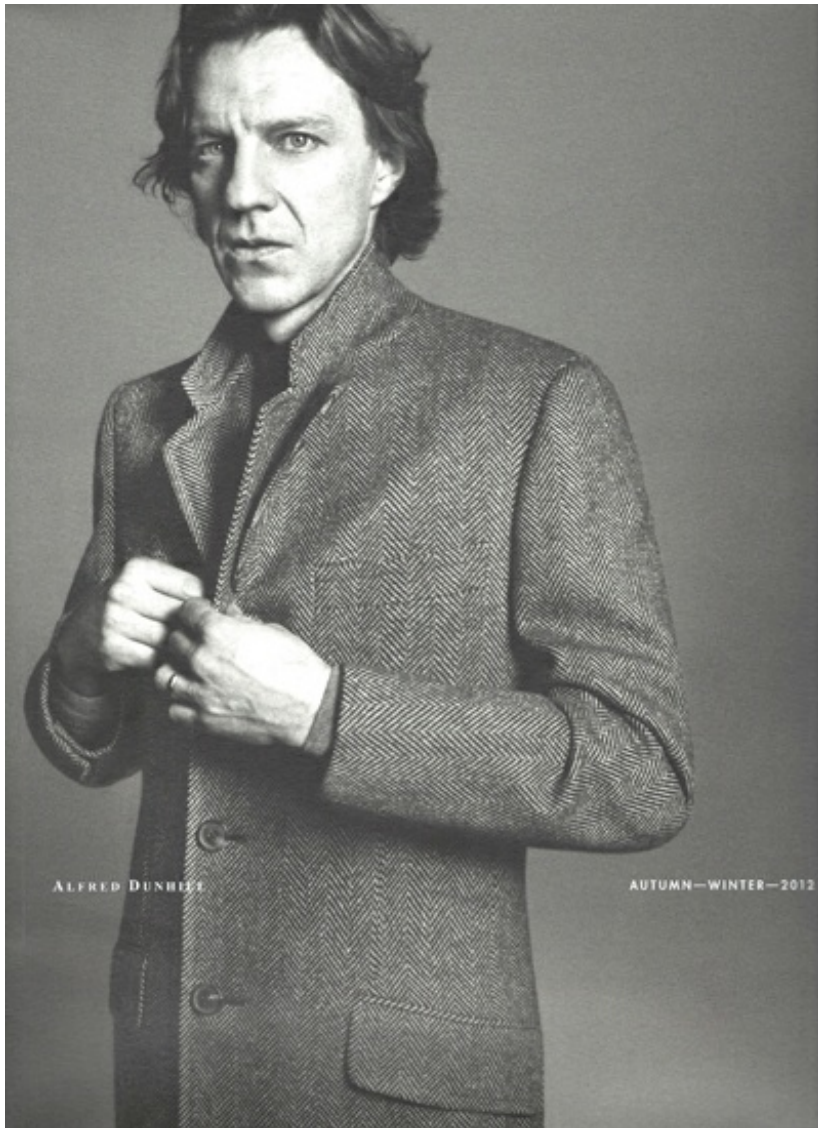
"The decision to use a print catalog reflects the unique and quintessentially British quality of the brand."

Ms. Dinghile is not affiliated with Alfred Dunhill, but agreed to comment as an industry expert.

Alfred Dunhill did not respond by press deadline.

Voice campaign

The autumn/winter 2012 collection catalog offers four different covers that are part of the brand's Voice campaign.



Catalog cover

Alfred Dunhill released a slew of multichannel efforts beginning in August for its autumn/winter 2012 Voice campaign featuring new ambassadors and content.

The Voice campaign features distinguished gentlemen who have achieved great things in their chosen fields, according to Alfred Dunhill, such as actor John Hurt, architect David Adjaye, documentary-maker James Marsh and artist and filmmaker Jamie Hewlett ([see story](#)).

The four men are interviewed in the last section of the catalog.

“Alfred Dunhill is not a brand that can be represented by any one face or spokesperson,” Ms. Dinghile said. “It is multifaceted and versatile.

“This discretion allows it to associate the brand with a range of different distinguished artists and commentators,” she said.

Collection chapters

The catalog is divided into 11 chapters. Each one has a preface quote and its own distinct style.

The chapters are The Edit, The Elegance, Life, West of England Flannel, Trafalgar, The Day, For the Love, Camdeboo, The Cut, The Debate and Essential.

“Alfred Dunhill reflects a certain kind of lifestyle and the moment you take to peruse the catalog is all part of that,” Ms. Dinghile said. “The quality cannot be fully appreciated as pixels and consumers want to be inspired on a deeper level.”

The first few chapters show the autumn/winter 2012 collection in black-and-white images.



Dunhill catalog

Color images are incorporated starting in the Life section.

In the Trafalgar chapter, images and descriptions show off Dunhill's event in Shanghai on March 16, 2012. The brand hosted the “Trafalgar” event where its collection was on display in front of 1,000 people.

A day-by-day depiction of the event and its setup is chronicled in the catalog.



Dunhill catalog

The following section called For the Love tells the story of jockey Sam Waley-Cohen.

Next, the Camdeboo chapter shows the sheering process of the angora goat through a series of images.



Dunhill catalog

The debate between online shopping and in-store shopping is described in the following chapter titled The Debate.



Dunhill catalog

The catalog closes with interviews with the four men in the Voice campaign.

The 11 chapters showcase a wide variety of content and products from Dunhill.

“There is something stimulating about asking the audience to pick through the layers of the brand,” Ms. Dinghile said.

“A layered series of engagements that all complement and build on each other will reward the customer in different ways and draw them closer to the brand,” she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/rBF5Rf3d2qI>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.