

PRINT

Alfred Dunhill drives holiday sales with feast-themed catalog

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By ERIN SHEA

British apparel and accessories brand Alfred Dunhill is driving sales by targeting consumers in their homes through its feast-themed holiday gifting catalog.

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Luxury Daily

The 32-page, card-stock catalog puts the brand's holiday gifts on display in a series of photographs shown with holiday feasts. Also included with the catalog is a separate booklet that states the prices of the products shown.

"Alfred Dunhill does a wonderful job bringing content to catalogs that make them more intriguing and unusual," said Elizabeth DeMaso, managing director at [Clutch Collective](#), New York.

"This latest example for gifting brings a bit of unexpected lifestyle reference to otherwise conventional items," she said. "For Alfred Dunhill, a catalog like this helps them stand out in the all-important holiday season.

"The quality of the photographs, paper stock, writing and editorial all bring a sense of exclusivity."

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

Alfred Dunhill did not respond by press deadline.

Your accessories are served

Alfred Dunhill's products are placed alongside food and drinks on dining tables covered in white tablecloths throughout the catalog.

The cover is relatively plain. It shows the brand's name and "Gifting - 2012/13."

On the first page, the brand name is shown again and the bottom of the page reads "Feast."

One of the first pages shows black mother-of-pearl collar stiffeners, sterling silver engravable oval cufflinks, a memory card set and black Club glasses.

These items are shown on a table along with a crumpled napkin, plate of oyster shells, butter knife, broken piece of bread and open Champagne bottle with some of the spirit left in a glass. The bottle's cork and an open butter packet remain on the table as well.



Alfred Dunhill gifting catalog

The catalog continues in the same fashion by displaying products with eaten meals, spilled wine and used plates and tables.



Feast images

A couple of other pages show products lying on the ground as if they spilled out of a bag. For example, products shown coming out of a black crocodile single-document case are a Sentryman USB ballpoint pen, black classic foldable sunglasses and a classic 18-karat pink gold watch with alligator strap. An empty Champagne glass is nearby.



Spilled contents

Also included in the mailer is a list of prices for items in the catalog.

The products range in price from \$80 for the black mother-of-pearl collar stiffeners to \$19,695 for the black crocodile single-document case.

Alfred Dunhill could be showing its consumers how its products fit into their lifestyle by picturing the products with other common household items.

“One effective strategy used by marketers is to visually show how their products can integrate into a consumer's life,” said Courtney Albert, management consultant at **Parker Avery Group**, Atlanta.

“This can be achieved by surrounding the products that the consumer probably already

owns or items they are anticipating buying,” she said.

Sticking to print

Alfred Dunhill seems to be sticking to its tradition of sending out mail catalogs to its customers.

In November, the brand showcased its autumn/winter 2012 collection through a print catalog featuring its Voice campaign as the cover.

The 120-page, matte catalog featured the label’s fall and winter collections along with editorial content and images. Each one of the covers pictured an actor, an architect, a documentarian or a filmmaker ([see story](#)).

In the spring, Alfred Dunhill aimed to position itself as the ultimate fashion authority through its spring/summer catalog that mixed campaign images, style advice and editorial.

In addition to looks from the brand’s personal line, the brand offered content on tailoring, accessories and the luxury lifestyle ([see story](#)).

Catalogs are important at this time since print is a more sustainable medium, per Ms. Albert.

“Print catalogs are particularly useful for luxury brands because print is statistically more memorable when compared to other channels,” Ms. Albert said. “This is important because for many consumers, luxury items are not an impulse buy.

“Instead, these items tend to be ones that are saved up for, or are purchased for, special occasions, so remaining top of mind is key,” she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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