

ADVERTISING

## Thomas Pink shows off its artistic side in fall/winter campaign

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By JEN KING

British fashion label Thomas Pink is pushing its fall/winter 2013 collection through a photo shoot inspired by photographer Philippe Halsman's work as a way to show off the brand's personality.

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The LVMH-owned brand's latest advertising campaign was influenced by Philippe Halsman's Jump Book, a collection of photographs taken in the 1950s. Brands that draw inspiration from established and well-known artists gain credibility in the eyes of both art and popular culture enthusiasts.

"In our Instagram- and Tumblr-obsessed world, powerful imagery is important," said Jordan Phillips, New York-based author of "[The Lure of Luxe](#)."

"Creating images based off of the work of famous photographers is smart because it provides an opportunity to tell a story that goes deeper than just a basic behind-the-scenes scoop," she said.

"The Thomas Pink brand has a classic feel, so recreating prominent images from Philippe Halsman's Jump Book from 1959 seems to be a good fit for the brand."

Ms. Phillips is not affiliated with Thomas Pink, but agreed to comment as an industry

expert.

Thomas Pink was unable to comment directly.

Philosophy of a jump

Mr. Halsman photographed more than 170 people jumping in mid-air. By concentrating on jumping, the individual's true self is thought to be shown rather than a posed version.

The style of these photographs was coined by Mr. Halsman as "jumpology."

Included in his "Jump Book" are photographs of actress and model Marilyn Monroe, former United States president Richard Nixon, pianist and vocalist Liberace and the Duke and Duchess of Windsor.



*Philippe Halsman's photo of the Duke and Duchess of Windsor*

The Thomas Pink update of the Jump Book features both men and women jumping in mid-air while wearing piece of the latest collection.



### *Thomas Pink ad*

Photographs in the Thomas Pink ad campaign are shot against cobalt blue and red backdrops. The products in the fall/winter collection includes the brand's staple dress shirts, ties and suits.

The tag line used for the ad campaign is "Jump into the New Season."

Thomas Pink is showing off the campaign on its Facebook page and Twitter feed.



### *Thomas Pink's Facebook*

The campaign will also be featured in The Wall Street Journal and The New York Times with large, glossy inserts.

By playing on the Mr. Halsman's conceptual photography, the brand is able to create an inviting and quirky ad campaign that showcases brand heritage in addition to the collection.

Pop-culture muse

Brands that use pop culture in ad campaigns can bound over generational gaps to reach a larger audience.

For example, department store chain Neiman Marcus is celebrating the twentieth anniversary of its “Art of Fashion” campaign through a collaboration project with artist Sarah Moon.

The Art of Fashion campaign debuts in September and will be featured in Neiman Marcus’ The Book with 23 photographs taken by Ms. Moon. Partnerships with artists help to highlight the brand’s creative vision and personality ([see story](#)).

Similarly, the Waldorf Astoria’s Grand Wailea resort in Maui, HI, is tapping into the fervor surrounding the “Hunger Games” and other survivalist popular culture by immersing children and teens in the Hawaiian landscape.

The “Wilderness Survival Program” can be adapted for children ages 5 and up and teaches guests how to food source, build endurance, practice archery and other skills. Packages that align with popular trends are likely to maximize guest engagement because children may see the activities as having relevance outside of the vacation ([see story](#)).

Although pop culture can be beneficial for brand advertising is important for brands to choose well-known elements of pop culture to appeal to a wider audience.

“In order for Thomas Pink brand to get any real traction from this new campaign, you have to know the historical context and I doubt too many people are tuned in,” said Pam Danziger, president of [Unity Marketing](#), Stevens, PA.

“I like that the company is giving something new and different to its Facebook fans, but as for moving the needle in sales, I don’t really see it doing much in that regard,” she said.

“They seem to be hoping for gaining some kind of ultra-sophisticate credentials, but maybe they are trying a little bit too hard.”

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

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