

APPAREL AND ACCESSORIES

Dunhill takes episodic approach to fall/winter 2024

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The seasonal campaign will be released at regular intervals over the next few months. Image courtesy of Dunhill/Luis Alberto Rodriguez

By ZACH JAMES

British menswear label Dunhill is going chapter-by-chapter with the delivery of a new campaign.

The maison presents an updated outlook on the “Dunhill man,” now depicted as a multifaceted figure with an aspirational lifestyle. Promoting its fall/winter 2024 collection, Dunhill releases a first round of ads this month.

“Dunhill is reinforcing its timeless classic British aesthetic for men,” said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach.

“A focused aesthetic is essential for luxury brands,” Mr. Ramey said. “They are not meant to be all things to all people.

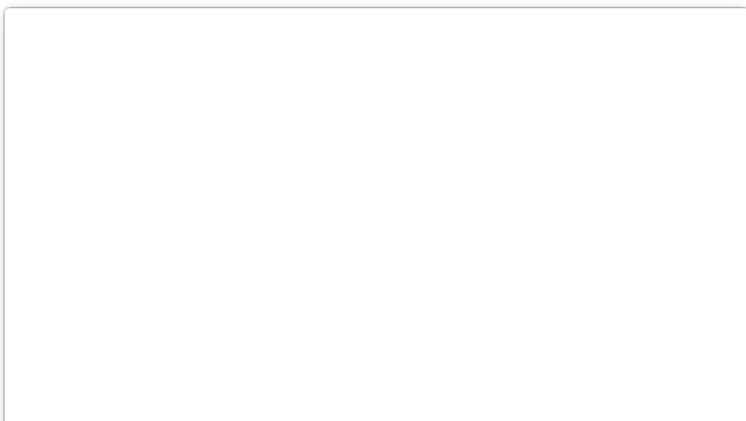
“Instead, Dunhill is defining their Dunhill man.”

Mr. Ramey is not affiliated with Dunhill, but agreed to comment as an industry expert.

English eccentricities

Entitled “Transitional Wardrobe,” the sales exercise is out now. It spotlights creative director Simon Holloway’s first collection with Dunhill.

Following his appointment in April 2023 ([see story](#)), Mr. Holloway has focused on fine-tuning the idea of the “Dunhill man,” which he looks to refresh completely while keeping certain elements of the maison’s 131-year-old identity.



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A post shared by @dunhill

Danish model Adam Sattrup, British model Akbar Shamji and Chinese singer Zhao Lei star in Dunhill's Transitional Wardrobe, the brand playing with English codes while leveraging a multinational cast to showcase modern designs.

Images are captured in a classical, upscale London townhouse, with opulent furnishings serving as the backdrop to the featured apparel. Each photo's subject appears in a specific environment: Mr. Sattrup poses with an English foxhound in a living room, Mr. Shanji leans against a shimmering grand piano and Mr. Lei stands in a dark common space lit by warm-colored lamplight across various frames.

Inside the high-end home, each member of the crew wears an outfit fit for any and all occasions, from sporting to black-tie events and everything in between. Casual blazers, Gurkha trousers, chino and denim pants, velvet coats and tailored jackets make up this spotlighted selection of the collection.



The maison plans to showcase different sections of the collection over a series of seasonal drops. Image courtesy of Dunhill/Luis Alberto Rodriguez

Future chapters will be released in the coming months, each focusing on different sections of the overall collection.

The next portion, titled "Tonal Tailoring," will be unveiled on Aug. 6, 2024. Next is what Dunhill calls "Main Collection," which will debut in September, with a campaign finale slated for late October.

All items were first shown off at the National Portrait Gallery during London Fashion Week in February 2024, and are set to hit stores in September.

"The campaign brings the Dunhill brand home to whence it began," said Mr. Ramey.

"The images and environment support Dunhill's heritage and DNA," he said. "The planned rollout matches their seasonal merchandising and provides the plan to drive brand desire for a longer period.

"Executing a textbook luxury marketing model ensures Dunhill's return to prominence."

Classical heritage

Though the new collection and campaign introduce new facets and ideas into Dunhill's iconography, the brand is maintaining several of its distinguishing hallmarks.

English dress and formalwear traditions are kept throughout the fall/winter selection. Ateliers in the English regions of Yorkshire, Sussex and Somerset are where its fabrics are crafted.

Mr. Shamji and Mr. Lei appear on stage to present the new collection

The label's release is shot by Dominican-American photographer Luis Alberto Rodriguez, who returns behind the lens for the fall/winter 2024 initiative. He worked with Dunhill on a launch similar in nature last year ([see story](#)).

London-based photographer Paul Wetherell picked up the torch for a previous spring/summer drop ([see story](#)), following the prior season's darker tones up with a lighter color palette.

Mr. Rodriguez melds the two approaches this time around, as the models appear in well-lit, often colorful rooms with brighter backdrops.

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