

APPAREL AND ACCESSORIES

# Candid portraits characterize Brioni fall/winter 2024 campaign

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Golden Globe-winning actor Oscar Isaac stars in the advertisement. Image courtesy of Brioni/Josh Olins

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian menswear brand Brioni is leaning on intimate, personal narratives for its latest seasonal marketing initiative.

American actor Oscar Isaac stars in the fall/winter 2024 campaign, continuing his role as one of the label's brand ambassadors. In the campaign film, released on Sept. 2, the talent plays several stringed instruments and drums in a small studio space, sporting various looks from the collection.

"With this campaign, we wanted to capture a side of Oscar that audiences can resonate with on a personal level," said Mehdi Benabadji, CEO of Brioni, in a statement.

"His natural charisma and musical background allowed us to create something truly unique, blurring the lines between style, portraiture, and performance."

## Melodic muse

Mr. Isaac, while renowned for his film and television career, has been a musician for the majority of his life, even honing his craft while studying stage acting at Juilliard in the early 2000s.

Now, he spotlights his talent within Brioni's fall/winter campaign, appearing relaxed while playing acoustic guitars, banjos and drum sets. The initiative continues the menswear brand's marketing concept of "portraiture," picturing the stars of its marketing endeavors in minimalist environments while displaying their natural, everyday selves.

*Brioni presents its fall/winter 2024 campaign with rhythm*

"Working with Brioni is like finding a rhythm in elegance it's a dance between their timeless craftsmanship and my own personal style," said Mr. Isaac, in a statement. "This campaign feels like a reflection of that balance."

Released on Sept. 2, the fall/winter campaign will appear in print and digital publications, on billboards and in social media advertisements. The collection is available now [online](#) and in-store.

British photographer Josh Olins shot the seasonal marketing push, returning alongside Mr. Isaac following their collaboration for Brioni's spring/summer drop ([see story](#)).

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