This process book gives insight into my international fashion and branding graduation project. It reveals my research, insights and decisions made throughout the project.
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RESEARCH
PERSONAL FASCINATION

masculine representation through modern media
menswear market
luxury brand identities
visual communication

SKILLS

photography and film
brand strategies

GRADUATION GOALS

Better understanding of luxury industry
Better understandin menswear industry
Grow a professional network through interviews
Develop my visual skills to a luxury level
PERSONAL WORK

PHOTO

NoReply Lookbook
Ruby Red Burlesque
RadMag cover shoot
Visual Culture

FILM

NoReply collection video
Welter shelter collection SS17 video
Welter shelter collection video

STRATEGY

McGregor award - subline & campaign
CONSIDERED BRANDS

J.W. Anderson

-> This is one of my favourite brands and is doing well. It can be hard to find an opportunity for a brand you already aspire to and that’s why I decided to search further for a brand that is rather struggling.

Jacquemus

-> I thought of creating a menswear line which he announced 2 weeks later so there went my project.

Brioni

-> noticed many shifts in creative directors and conservative brand communication = opportunity

BRAND DECISION

I choose to dive further into Brioni because I noticed the brand is struggling in finding the right creative direction and facing a steady sales decline.
"The Couture & Leather Goods brands posted an excellent 17.8% revenue increase on a comparable basis, despite a slight negative contribution from Brioni."
- Kering 2017 financial document p.72

"Brioni - which is still in its transformation phase - posted losses for the year."
- Kering 2017 financial document p.72

"Brioni recorded a sales decline."
- Kering 2017 financial document p.73

(Parision Gentlemen Journal Academy, Hugo Jacomet, 2016)

overproduction

lay offs workforce: 400 people fired (Bloomberg)

competitors enjoying growth

Sales decline and brand is in transformation phase

What is the reason for this sales decline?
Press arguments for sales decline


“Brioni conveys a sense of stylistic conservatism, especially to the younger generation. outdated”

“Brioni’s problem isn’t simply about brand positioning, it’s also about the brand’s identity”

Brioni’s management hold “radical shift in behaviour of men, who favor a less formal wardrobe than in the past” responsible for sharp decline of the brand.

Decline in revenue traditional clientele: buying fewer suits
Incapacity to meet renewed masculine clientele
Failed attempt to penetrate women’s market

Opportunity:

Brioni faced sales declines for the past few years. Press points out this is mostly caused by a disconnect between brand and consumer and how they present their brand in our contemporary world.

> Analyse the brand and pinpoint the reason for the sales decline.
THE BRAND HISTORY TIMELINE

1945
Established in Rome

1952
First to stage a men’s catwalk show pioneering the usage of male models.

1959
Brioni Atelier in Penne

1960
La Dolce Vita setting the tone for Brioni’s partnership with the film industry dressing a series of James Bond characters.

1985
Founded its own tailoring school, Scuola di Alta Sartoria. They are the only tailors able to deliver the Brioni signature.

90’s / 00’s
Through the ’90s and ’00s Brioni was the name behind the style and unmistakable allure of 007
CORE INGREDIENTS

**Italian Dream**
When founded in 1945 Brioni’s strategy was to sell the Italian dream to international markets. Named after the island Brioni which was the summer destination of the wealthy.

**Craftsmanship**
Brioni has been the master of the Roman tailoring school and their craftsmanship is the core DNA of the brand. Only tailors taught at the Brioni tailoring school are able to deliver the Brioni signature.

**Elegance**
Every man wanted to be the Brioni man who was the ultimate gentleman of style.
CHECK 1 / RESEARCH QUESTION

BRAND / BRIONI

CORE
- bespoke tailoring
- heritage and legacy
- celebrity ties

PERFORMANCE
- sales decline
- unstable creative direction
- not attracting younger consumers
- dependent on celebrity endorsement

CULTURAL SHIFTS

streetwear as macro-trend
younger luxury consumer
drop of formal dress-code
broader spectrum of masculinity

TARGET

CURRENT
- babyboomer men (55-65)
- well educated and fulfilling high career positions
- loyal customers
- conscious consumer, buys what is needed
- celebrities / red carpet

RESEARCH QUESTION

OPPORTUNITIES
- adjust to shifts of luxury consumer
- adjust to shifts in formal wear
- adjust to shifts of masculine clientele
- capitalisation on brand’s rich archive

How can Brioni adapt its (brand and communication) strategy in order to stay relevant?
What target group should Brioni focus on?
How should Brioni handle its heritage?
What does the landscape of tailoring and formal wear look like today?
What does modern masculinity look like today?
How is the luxury market adapting to younger generations?
FEEDBACK

ALMOST THERE

- ‘opportunity for a graduation project’
- brand performance facts clear
- There is no research into target group yet
- Nice boards
- Why should they focus on a young target group? not backed up. Do more research into target group and the reason for the sales decline.

CONCLUSION / MOVING FORWARD

Do more research into their current target group

Do more research into a possible target group

Define the reason for the sales decline

Do more market research.

RESEARCH QUESTION

**How can Brioni adapt its brand communication strategy in order to stay relevant today?**

Who is Brioni?

What does the sartorial landscape look like today?

What target group should Brioni focus on?

How can Brioni improve its communication?
BRAND ANALYSIS - MANAGEMENT

The brand changed its head of creative direction 3 times in 2 years

JUSTIN O’SHEA
AS CREATIVE DIRECTOR

Radically changed the image of the brand trying to venture into hype fashion and trend market. Disliked by current clientele and denied by the mass fashion press.

--> FAILED
--> FIRED AFTER 6 MONTHS

NINA NITSCHEN
AS CREATIVE DIRECTOR

A softer and mature image and already improving the Brioni identity a bit through heritage. Still the brand feels conservative in its communication.

--> JUST STARTED
--> OPPORTUNITY FOR SUCCESS IF MEETING MODERN CLIENTELE.
Over the years, Brioni’s core values and brand DNA diluted by appointing different creative directors in a short period of time with radically different approaches. The current target group doesn’t recognise himself anymore in the brand and Brioni fails to meet to the demands of the new masculine clientele.
BRIONI

BRAND MISSION
Preserve the art of tailoring.

BRAND VALUES
Quality, Craftsmanship, Heritage, Classic Elegance

BRAND PERSONALITY
Serious, conservative, factual, minimal, mature,

BRAND VISION
"To be one of a kind"

BRAND OFFERING
High quality suits, bespoke tailoring, seasonal collections, business casual, accessories, fragrance.

BRAND BENEFITS
Offering the finest quality in bespoke tailoring.

BRAND AUDIENCE
Babyboomer men, politicians, celebrities, career-drive, high salary, value high quality, conservative and traditional. Classic alpha male.

HERITAGE
founded in 1945 in Penne, Italy. Contrasting the post WW2 climate by offering a prosperous and carefree image. International export focussed.

STRENGTHS
- Strong heritage and legacy
- craftmanship
- Ties to the film industry
- Kering owned: recent success of Balenciaga and Gucci
- worn by prestigious people
- known for custom made suits

WEAKNESSES
- not active in advertising unlike its competitors
- only one Italian manufacturer
- loyal to limited traditional clientele but therefore misses to tap in new generations
- instable HR, several position replacements
- struggling with casual workwear trend

OPPORTUNITIES
- Capitalising on casual formal wear trend
- Capitalising on younger demographic purchasing luxury
- spreading stores and services across more cities to meet niche clientele
- more awareness through advertising campaigns

THREATS
- casual formal wear trend causing men to buy fewer suits
- because more demand for casual workwear, clientele might turn to new brands who adjusted to this shift.
Interview Brioni Milan Store Manager

Average customer between 45 - 70

Mostly international but also a lot of Russians

Bespoke suits most popular product

See fathers taking their sons

The sons of the customers think Brioni is too conservative

> When I asked about Justin O’Shea she was not allowed to talk about it. Only CD and CEO can open up about performance and direction.

CONCLUSION

Brioni has a rich heritage and strong core which has drifted away and is left out from the brand’s communication. They don’t know how to communicate their heritage to a modern clientele and how their values can be relevant today.
COMPETITOR ANALYSIS

EXCLUSIVE/LUXURY
HIGH-END

Armani
Dior Homme
Versace
Gucci
Prada
Lanvin

ACCESSIBLE LUXURY
LOWER-END

Hugo Boss
Emnegildo Zegna
Canali

CONTEMPORARY
FASHION-ORIENTED

Brioni
Zegna Su Misura
Kiton
Isaia
Belvest

Ralph Lauren
Canali

TRADITIONAL
CONVENTIONAL-ORIENTED

SUCCESS EXAMPLE: ZEGNA

Zegna understands the modern clientele and the consumer’s need for lifestyle and image. The brand is very active on online platforms and offers a contemporary mixed media e-commerce experience. It seems like the brand has the right insights in order to meet their target group.

linking video/photo content with direct product links
CONCLUSION

Brioni’s competitors are enjoying growth because they stay true to their heritage and know how to adjust to a modern clientele. Zegna serves as example with a contemporary mixed media online communication and cause cross media traffic.

Brioni should first of all level up its online presence and communication in order to compete with its competitors. Then the brand should find its USP to STAND OUT.
> Make the Brioni image the most luxurious and aspirational of them all.
> Embrace new technologies for online ecommerce experience.
Demand for menswear grows twice as much as womenswear. Drop formal workwear causing men to develop personal style. Men investing more in appearance. Grooming business booming. Internet offering education, sartorial blogs popular. Global brand market competition and hype fashion causing people to turn to sartorial industry. Demand for bespoke and personalisation is increasing. Bespoke will remain profitable in the future (whereas there is no left over stock, the customer is happy because of the special attention and it has a better price/quality ratio). Demand for bespoke and personalisation is increasing. Bespoke will remain profitable in the future (whereas there is no left over stock, the customer is happy because of the special attention and it has a better price/quality ratio). Desire to revisit traditional masculine values through contemporary filter.

They have been getting younger every year. They don’t choose bespoke out of necessity or because they can afford to, but because they want to. Unlike our traditional clientele, our new clients are around their 40s and only order a few pieces every year. However, they are much more demanding in terms of sartorial awareness and education.

1. Mintel Market Intelligence (2018)
4. GCI report. WGSN consumer insight, multidimensional men (2016)
5. Attanasio, F. Interview (2018, April 9)
6. Petraroli, D. Interview (2018, April 10)
7. Attanasio, F. Interview (2018, April 9)
8. WGSN consumer insight, multidimensional men (2016)
Seperation of class culture has vanished. Buying into low AND high culture.

The legend, original myth, ancestral tradition of a brand can serve the emergence of a more experience/emotional based consumption.

Perhaps. “People talk about men today buying not what their father bought, but what their grandfather bought”. Maybe there’s something to that. I try to shy away from discussions of heritage though, because it sounds so fashionable. Alden certainly has heritage – they’ve been making shoes in the same way, with real people stitching real leather, since 1884. But it’s not what I want to focus on.

CONCLUSION

Brioni should capitalise on the increasing interest in bespoke products, men’s personal style and online sartorial blog culture. Heritage brands (Brioni) should use this as a USP for an emotional brand experience in an industry oversaturated by logomania and hypeculture.

> Find out more about these men who choose for bespoke as a personal style choice.
TARGET GROUP

KEY CONSUMER INSIGHTS

**Gentleman Lifestyle**

A 360 degrees concept of elegance. Based not only around appearance but around behaviour, ethics and speech. A gentleman is a connoisseur who educates himself in order to choose well.

**Unashamedly male**

Re-appreciation for traditional male values. Relating back to the concept of being a gentleman, these men like to take masculinity to an extreme.

**Online Community**

They turn to the internet to get informed. People became more aware of the extreme mark ups by big brands and turned to the sartorial industry for a better price/quality ratio. This gave birth to a large online sartorial community to inform each other about sartorial dress and style.

**Nostalgia**

Fuelled by the time the economic crisis hit, people started to romanticise the older days, the 20s till 60s in particular, where artisan products and the appearance of the gentleman were at its height.

**Anti-Hype movement.**

These men became fed up by the global market competition, screaming logo culture and mass-produced products. Because of this, these men turned to the sartorial industry for a better price/quality ratio and a more personal and transparent consumer process.

**METHODOLOGY**

3 in depth interviews:
Online survey amongst sartorial consumers
Event observations
Street observations
Print publication analysis
I highlight the interview with Fabio Attanasio whereas he can be seen as a spokesperson for my target group and very influential. He gave me a lot of relevant insights and analysis.

3 interviews

- Fabio Attanasio (The Bespoke Dudes) / Target Group influencer
- Brioni Milan Flagship Store Manager / Brand insights
- Davide Petraroli, Professor at Istituto Marangoni / Industry Expert

**CONCLUSION**

The concept of being a gentleman is a rich insight for Brioni. It is a lifestyle and therefore it has many points to touch up on in order to connect with its consumer. These men value intelligence and respect brands with heritage and legacy. They are against hype culture and passing trends, they value something real with a story. They romanticise about old days which they didn’t even experience.
THE GENTLEMAN

Cause of rising nostalgia and aspiration for a gentleman lifestyle:
- economic crisis. --> People sped less but better.
- the internet. --> Opportunities to inform people better
- Global market and competition of big brands --> people fed up by similar products and logos > new era for the gentleman.

The Gentleman lifestyle can be seen as an anti-movement against hype fashion and trends.

Dandy vs. Gaga. Gaga = fake dandy, just appearance but not the lifestyle.

The concept of a Gentleman:
- they way you act, behave, treat people, manners
- has to do with ethics, family education
- delivering your promise
- it’s a set of principles, not rules, therefore free to interpret
- 360 degrees concept, a lifestyle
- the gentleman is a connaisseur who knows how to choose well because he educates himself

FAMILY VALUES
When you appreciate tailoring and craftsmanship > has to do with traditions and heritage > which are keywords related to family roots and the values you are passed on.

BRIONI
“I’m afraid their crisis determined a loss in customers, I think you should stick to your identity”

Advice:
- Invest more in core identity
- Reposition and communicate towards classic elegance
- Invest in made-to-measure & bespoke
- Communicate more on that^
TARGET GROUP - SURVEY

Age range:  27-45
Geography: European countries
Professions: Managers, Strategists, Business men, accountant, Lawyer, Consultant, tailor
Social media: Instagram (100%), Facebook (50%), Pinterest (15%), Twitter (45%), Tumblr (14.9%), Snapchat & Youtube (0%)
Magazines: The Rake, GQ, Style and Gentleman, Vogue, Dandy

Reason to buy a suit: Elegance (60%), style, to be dapper

100% have (grand) fathers who always wore suits.

100% wears suits at any time.

90% is interested in Italian culture, history and craftsmanship.

80% follows their favourite brands on social media.

60% shops online.

75% does not like the word fashion or trend.

85% knows Brioni.

Describe your style:

Dandy
Classic with a twist
Elegance
Italian menswear
Modern gentleman

Keywords of what they look for in a brand:

Craftsmanship
Heritage
Visual Identity
Special fabric
Quality
Makes me feel different
Participant about brioni:

“The brand has lost its soul trying to venture into fashion and featuring a metal rock band which is so far out from its DNA. The visual identity isn’t there anymore as well.”

“Not necessarily. I don’t belong any target group, simply because it showcases very classic style through mass media icons, which doesn’t speak to my sense of creativity.”

Survey supports insights from interviews. Men wearing sartorial dress as a personal style choice. They like to describe themselves as a modern gentleman inspired by a dandy. They value craftsmanship and heritage in brands.

The negative comments from the participants on Brioni where all regarding their brand communication/identity
Event observation: New Blooming at Park Hyatt
I was invited by Fabio Attanasio during my interview

Exactly my target group: wealthy men buying mostly bespoke products and always wearing a suit.

Analysis
- High quality catering: Champagne and michelin star bites.
- The guests were all between 25 and 45 and quite wealthy
- All men wore suits, girls mostly dresses
- A lot of networking was going on and exchange of contact information
- We talked a lot about bespoke products. This man showing me his bespoke watch made in Switzerland.
- Fabio behaves like you would expect from a gentleman, talking and acting very polite.
Street observations - luxury streets (own imagery)

Talking to a lot of men from my target group confirmed the opportunity for Brioni to target on them. They want to invest in quality and bespoke products and value an image communicating heritage and storytelling.
Opportunity for Brioni to target on the Modern Gentleman.

Not used by Brioni but can be found in their archives: legacy, these classic icons wearing Brioni, cinema ties, tailoring often generational family business.
Brioni and the Modern Gentleman have several common values and interests. Meeting the new insights within this target group will help Brioni to evolve its brand performance. In order to reach this consumer, Brioni should grow a stronger identity and communication communicating its heritage in a contemporary way which is relevant in today’s market.

SUITING OPPORTUNITY
shared values and target group values are ingredients in order to create a unique identity for Brioni.
**Gentleman Lifestyle**

A 360 degrees concept of elegance. Based not only around appearance but around behaviour, ethics and speech.

A gentleman is a connoisseur who educates himself in order to choose well.

**Bespoke**

Bespoke products are an optimistic prospect for the future whereas there is not left over stock, the client is happy because of the extra attention and is has a better price/quality ratio.

**Nostalgia**

Fuelled by the time the economic crisis hit, people started to romanticise the older days. the 20s till 60s in particular, where artisan products and the appearance of the gentleman were at its height.

**Craftsmanship**

As a response to global market competition and hype fashion culture, people turn to the sartorial industry and seek value, craftsmanship and heritage.

**Educative**

The Modern Gentleman wants to be educated on the products he buys. He is eager for new information.

**Personal**

Interactions not only transactions. The modern gentleman seeks personal connection and interaction with brands.
Brioni has a rich heritage and bespoke service and should communicate this on all communication channels.

> Develop a new visual identity and communication strategy based on the ingredients.
**BEHIND THE CUT**

**Brioni legends**

Reinterpretation the ‘Brioni legends’ slogan. Currently Brioni uses Hollywood mass media icons as their legends to the dislikes of the modern gentleman. Who are the real legends for the brand?

**THE BRIONI TAILORS**

Reinterpretation the ‘Brioni legends’ slogan. Currently Brioni uses Hollywood mass media icons as their legends to the dislikes of the modern gentleman. Who are the real legends for the brand?

**The LEGENDS AROUND YOU**

The real legends are the people around you. Those in your close circle who have influenced, educated and loved you. This personal interpretation of the ‘Brioni Legends’ creates an authentic and transparent...
EXPERIMENTS: THE BRIONI TAILORS

My Tailor, My Family

EXPERIMENTS: THE LEGENDS AROUND YOU

CONCLUSION

- Focus on tailors and local heroes is maybe too obvious and NOT LUXURY ENOUGH.
- Try to think more in metaphors
- LUXURY IS ABOUT THE DREAM
- How to create the BRIONI DREAM?

Occasional campaign example:
- Fathersday

#Brionifathers
#Dad’s choice

Celebrating Fathersday by asking consumers to share their experience with their father.

By using family values and the bond between father and son, we create an emotional connection between brand and consumer, making the consumer to cherish their own moments with their dad and the opportunity to work it out because experience with you dad or son is irreplaceable.
Research.

How can Brioni adjust its brand and communication strategy in order to stay relevant today?

Who is Brioni?
What target group should they envision?
What does the current landscape look like today?
How can Brioni improve its communication strategy?

Literature.
- Brioni has been around for some years now, what used to be a benchmark of quality and luxury has shifted away.
- There is a need for research on how to leverage the brand's history to appeal to a younger audience.

Interviews.
- “Our goal is to be the go-to brand for the modern man who values quality and style.”

Survey.
- “The trend has been towards simplifying the fashion industry and making it more accessible to everyone.”

Web Analytics.
- Analysis shows that users are more likely to engage with content that is visually appealing.

Past projects include: traditional and digital.

Brioni.

Defect away  •  Fall 2023

Brioni is known for its high-quality suits and accessories.

Survey.
- “The brand has a reputation for being timeless and classic.”

Observation.
- “Brioni has a rich heritage and a long history of craftsmanship.”

Ingredients & Concept

Brioni has a rich heritage and bespoke service and should communicate these values.

Behind the cut.

Repositioning Brioni as the master of tailoring. Who are the masters of Brioni’s signature? The Bioni Tailors.

The tailor becomes your friend, teacher, and collaborator.

Brioni.

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CONCLUSION / MOVING FORWARD

- Leave the research phase behind and dive into concept phase.
- Find more inspiration, in luxury and heritage in specific.
- Experiment with different concepts and brainsorms.

FEEDBACK

ALMOST THERE

Solid research & Nice starting points, Keep ‘behind the cut’

Concept has potential but needs to be filled in./ is still under construction

Find some more concept inspiration

Boards made with care
Deconstructing the past to build the future
Deconstructing the suit to tell the story.
CONCLUSION

It’s all a bit too obvious and visually not very aspirational and representing a dream.

I should focus more on visual inspiration and creating a new visual identity.

Create a world the Brioni customer wants.

It should not be too accessible so try to avoid too many public places and guerilla campaigns.

Behind the cut: Brioni moments

Behind the cut: the life of a suit
HOUSE OF BRIONI

Creating a still life with the images I shot. The visitor can hover over the objects and click on it to discover the life behind it. All objects represent themes from the Brioni Brand. All discoveries end with the option to buy the product on the visuals and be directed to the e-commerce product page.
FEEDBACK

Does not look as fashionable as the pictures you took.

Why would the target group participate in clicking on the objects?

Maybe drop the focus on an interactive campaign as a separate concept and make the communication more an extension from the new long-term strategy.

(The decision to drop this idea only happened after I shot the images on the coming spreads)

MOVING FORWARD!

I am going to drop the focus on an interactive campaign as advised by the teachers because it’s not luxurious/fashionable enough.

In order to create any campaign, the new visual identity has to be developed as a foundation

I am going to focuss more on communication tools through e-commerce and social media (instagram).
JACQUEMUS makes the French countryside and family values sexy and aspirational through visual presentation and use of communication tools like Instagram.

Mid-segment sartorial wear communicated through USA heritage branding but also representing the travelling modern man. Light-hearted and use of humour.
THE ROW

Creating a classic and artis- 
san image on social media 
without focussing too much 
on product. Elegant and ma-
ture.

BRIONI

Representing **ITALIAN** national branding.
BEHIND THE CUT

Deconstructing the past build the future.

IDEA

Behind The Cut. Creating an new visual brand identity of the heritage behind the brand through re-imagining what the italian dream means in our contemporary world.

BRAND MESSAGE

Brioni is for those who want to embody the full concept of classic elegance through a contemporary filter. Through craftsmanship and heritage the connoisseur can experience the Italian dream.

TOOLS

A new visual identity and approach on all brand activities which will be presented on the following communication channels:
- social media
- e-commerce
- traditional media
VISUAL INSPIRATION

B-roll inspiration before shooting

coincidental shots

light-hearted

minimalistic approach to B-roll imagery

nostalgic
Inspiration for shooting with models.

light-hearted

classicism

elegance

coincidental shots

nostalgic

watch out the casting is not TOO YOUNG

not only holiday vibes
SHOOT PLAN

3 GENERATIONS representing different Brioni values
senior representing heritage and legacy
kid representing family values
two millennial men representing modern gentleman lifestyle

Memoirs through home objects / place the shots in an object for the interactive still life
EXECUTION

Going 3 days to the Italian Riviera in Liguaria and 3 days to Milan and shoot as much as possible.

Locations in San Remo
AIM/GOALS:

FIND A NEW VISUAL STYLE SUITING THE ‘BEHIND THE CUT’ STRATEGY
CREATE MOOD IMAGERY AND B-ROLL FOR CONCEPT BOOK.
CONCLUSION

satisfied with first try outs, experimenting with light and shadows works really well and feels classic and luxurious
**VISUAL EXPERIMENTATION**

- Not luxurious enough or not a good edit
- Right balance with edit, looks luxurious

- Coincidental and documentary feel
- Looks cheap, not luxurious
This edit to me feels very nostalgic and might be interesting to switch up the light toned images with.
VISUAL EXPERIMENTATION

SHOOT WITH MODEL 1

AIM/GOALS:

ESTABLISH A NOSTALGIC AND CINEMATIC STYLE
CREATE A COINCIDENTAL ATMOSPHERE/SNAPSHOTS
EXPERIMENT WITH SETTING AND LAYOUT
CONCLUSION

I love these 2 photos but I realised afterwards that it might be not luxurious enough for Brioni especially with the cap. It looks more touristy.

--> I should prepare styling better for a shoot

--> try to reshoot this man in a more luxurious way (I only have 2 hours so it has to be quick)

This one is way more luxurious because of the fabric details combined with the wrinkles visible on his hand.
VISUAL EXPERIMENTATION

SHOOT WITH MODEL 2/ (found him on Instagram)

For some reason these two edits feel more luxurious. Maybe because the cold pink tones create a reference to something more heavenly whereas edit 3 which is more earth toned could feel more dirty or
I love this combination so much and it feels super luxurious with this plastic wrapped around this fresco. Also it fits the concept ‘behind the cut’ heritage of Italy.
SHOOT WITH MODEL 2 / more lifestyle

trying out 2 different edits with the, originally yeallow architectural setting.

I think this one looks more natural in this context

This could also work but less realistic
I like this shot too where-as it represent a clash of logomania of mass culture and the historic architecture in italian heritage.

This shot feels very coincidental and his expression is very optimistic with a slight smile coming up. Like we are walking and I am taking a snapshot of him.

CONCLUSION

I am really happy with how this whole shoot turned out and that I was allowed to photograph in the whole museum for free. I think this shoot alone could already serve for advertising material.

I have to watch out that not all my models look young.
SHOOT WITH MODEL 3 (accidentally end up shooting the other guest of my airbnb in Milan after meeting him 2 hours ago)

Trying out different edits

This edit does not fit the colour palette of the environment and styling which is all very yellowish except the polo shirt.

These colours could work well together to create a more cinematic look and feel.
CONCLUSION

I think it was really good to also do spontaneous shoots like this and I could use some images as brand content.

I think it is not luxurious enough for advertising or lookbook, maybe because of the clothing (Zara) the hat in particular.

Same thing as the first shoot with model: I should take more time for preparing and styling. I always just want go based on intuition but then you might recognise mistakes too late.

Anyway, some photos might add some lighthearted vibes to social media content.
VISUAL EXPERIMENTATION

SHOOT WITH MODELS 4 (I also didn’t know these guys but I found them through a friend I have last seen 6 years ago)
CONCLUSION

This shoot turned out a bit more corporate because of the dark suits and the city location. But I did make some nice detail shots I could use when describing the Brioni product.

Also some images can serve the editorial e-commerce page for example an interview or representing an influencer.

I shot these images last so I did not edit all. I should experiment a bit with these or extract some details.
RESULTS / LAST WORKSHOP BEFORE CHECK
My plan was still to use the images I shot and create an interactive still life with it. (The House of Brioni). But this was when the teachers advised me to drop the interactive campaign and use the images on different communication channels and use one series of photos for the advertising campaign for example. But than still as an extension from the 'Behind The Cut' concept.

**FEEDBACK**

They were really impressed by all the images I took and that it creates a beautiful identity.

The still life does not look as fashionable as the pictures you took.

Why would the target group participate in clicking on the objects?

Maybe drop the focus on an interactive campaign as a separate concept and make the communication more an extension from the new long-term strategy.

**CONCLUSION / MOVING FORWARD**

I am going to drop the focus on an interactive campaign as advised by the teachers.

I am going to focus more on communication tools through e-commerce and social media (instagram).

Focuss more on the fact that I created a whole new identity and long term strategy for the brand.
FOCUS ON CREATING THE BRAND’S FOUNDATION THROUGH BEHIND THE CUT AND THEN EXECUTE COMMUNICATION TOOLS

EXECUTE THIS

COMMUNICATION

PROMOTION

E-COMMERCE

SERVICE

RETAIL

STRATEGY CONCEPT

BEHIND THE CUT

BRAND IDENTITY AND VISUAL STYLE
Deconstructing the past in order to build the future.

Creating a new visual brand identity fuelled by the heritage behind Brioni. Reimagining what the Italian dream means in our contemporary world and how this national branding can be made relevant through communication. The brand dives back into its own archives and reimagines what it means to be a luxury house today.

To elevate the brand experience offline and online, Behind The Cut harnesses technological advances and puts brand culture and service back into the centre of all brand activities.
Inspired by the shaped edges of antique and classic mirrors. --> makes the image looks luxurious
Behind The Cut

Revealing the culture behind the brand by creating settings where Italian heritage and modernity come together. These settings have a story relating to the brand’s heritage and embody the elegant lifestyle the Modern gentleman aspires to.

Everyone wants a cut. Only a few can have it.
CONCLUSION

The ads now are an extension of Behind The Cut and combine heritage with modernity through certain settings accompanied with a story about the location on social media.

Visually strong, concept not sure because it is hard to come up with a concept for images you already shot > maybe create a new campaign concept/shoot after red/green.
The Hub consists of brioni.com/stories and Instagram which both consist of mostly unique brand content and serve as a source of inspiration, entertainment and education.
E-COMMERCE EXPERIMENTS

KEY INGREDIENTS

**Transparancy** --> put brand culture and lifestyle up front in ecommerce experience = behind the cut

**Italian heritage** --> through editorial content and visual atmosphere.

**Craftsmanship** --> educate on how bespoke and sartorial wear is made / emphasize Brioni products as artisan products.
BEHIND THE CUT / LOOKBOOK

Hover over an item and see which product it is, where it was made, who made it and what the inspiration behind the collection was.

Satisfied with the ideas for execution, just experiment more with the visuals and combinations.
The aim of the Stories page is to communicate the Brioni man's lifestyle and interests through uniquely created brand content. This approach derived from the Behind The Cut strategy whereas it's all about who and what is behind the topic. Offering information, inspiration and education and serving as promotion for the brand when shared on social media platforms.
New releases: Books to read this summer.

The Gentleman’s voice, the interview.

Discover the SS18 Brioni eyewear line.

The history of the button down shirt.

Sprazzatura over Generations.

CONCOURS D’ÉLÉGANCE SUISSE 2018: WHAT YOU NEED TO KNOW.

The art of dress: tips and tricks.

Inside Villa Cipressa, Heritage vs. Modernity.

The art of shoe making.

The greatest Italian cinema directors of all times.

The best podcasts of the season.

Art collector Luca Ambrossio explains why he is a collector.

Summer ties.

Entrepreneurial life lessons.

Interior tips: The story of wood.

June must-sees.
The Brioni Instagram posts are focused on creating an aspirational lifestyle image through uniquely created content. Posts can contain a series of photographs in a slideshow and an elaborate caption to create storytelling. Products are also placed in a lifestyle setting and not solely studio photography. Brioni creates micro-campaigns and themed photo series to enrich the online Brioni experience.
STORIES

Instagram stories is an ideal tool to offer extra information, storytelling and traffic to other online platforms. Brioni uses Instagram stories for its look books and campaign. When you swipe up you can read the story and be directed to Brioni’s e-commerce platform.
**GREEN LIGHT**

**FEEDBACK**

- Great research
- **Concept clear** but harder to understand in images.
- Decisions make sense but they miss the current target group.
- **Shot images work well on insta feed but for the identity overall it could be more in-depth and richer.**
- A lot of text in presentation, reconsider structure/navigation
- Professional prints
- Try to **find the right fit for for print campaign/ instagram / e-commerce.**

**CONCLUSION / MOVING FORWARD**

- I agree with the feedback and I felt I left a whole in the project when I cut out the campaign idea and used behind the cut for everything. --> I want to **create a separate mini concept for print campaign and shoot this before the final presentation.**
- **Experiment with visual combinations**, find the right fit.

- Somehow it is really hard for me to include a bit older models, It’s way easier to find guys the same age as me.

- Use more craftsmanship images.
**CAMPAIGN CONCEPT BRAINSTORM**

**Bespoke your future**

More activating approach, Bespoke = customised for the perfect personal fit. The Gentleman has high ambitions and wants to work hard to achieve =

**What does it take to be a gentleman?**

Visualising the steps/guid to being a gentleman with a slight tongue in cheek approach.

The TG is already a gentleman = no need for a guide

The target group should rather recognise themselves in the scenarios of a gentleman’s life.

**Work out this starting point**

A gentleman’s rituals / The art of being a gentleman

This can be a strong starting point whereas the taget group sees being a gentleman as a 360 degrees concept and not just based on clothes. Highlight all these aspects of being a gentleman and the target group will feel understood.
THE ART
OF BEING
A GENTLEMAN

INSIGHT

Process of becoming

The target group sees being a gentleman as a 360 degrees concept. They believe it is not only about the way you dress but about how you behave, talk and educate yourself in order to choose well.

BIG IDEA

The Art of Being a Gentleman

Using the 360 degrees concept of being a gentleman through different campaign settings representing the aspects of the gentleman lifestyle. Creating metaphorical settings for the art of speech, knowledge and dress.

Reference/ inspiration

The story of Pygmalion where the artist falls in love with his own creation. The gentleman in a way falls in love with his own creation. = narcissism
Magazine collage to indicate shots

Create a connotation between still life and model photo based on the different aspects of being a gentleman.

**Examples**

**The art of knowledge:**
Library/book wall shot and a confident male on the other side

**The art of choice**
Checks game and model thinking

**The art of dress**
Craftsmanship photo and man structuring his tie

**The art of speech**
Old microphone and a man
Concept’s relevance to target group

OBJECTIVES

Cognitive
Aspiration and awareness

Affective
Recognition and curiosity. The modern gentleman feels understood. The concept of elegance covers a lifestyle not only a product.

Behavioural
Curiosity for new brand identity, follows social media, buys product because he wants to be a Brioni man.

Aim of the shoot:
- A more mature look
- Focuss on a luxurious look
- richness behind settings.
Really happy with the results. Adds maturity to the visual identity and makes it more luxurious material wise.
I left out most of the blue toned colours with seas and beaches in order to get rid of the summer focuss.

Included more detail shots to highlight quality and craftsmanship.

more rich and luxurious through colour, shape, material.
FINAL PRESENTATION DESIGN

VISUAL FOCUS

LUXURIOUS LOOK

CONTRAST LIGHT IDENTITY WITH DARK FRAME TO MAKE IT A BIT MORE MATURE AND MASCULINE

CONCEPT / LOOK AND FEEL / CAMPAIGN
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