



Brioni

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# Storytelling in Luxury Fashion: Definition and Impact

Brioni's storytelling blends tradition, skill, and exclusivity, making it the perfect choice for those who want more than just a suit. Since 1945, Brioni has set the standard for Italian craftsmanship, creating suits that reflect precision, elegance, and prestige. Worn by Hollywood icons, world leaders, and even James Bond, Brioni suits go beyond fashion; they represent confidence, power, and timeless style. Every detail is carefully crafted with expert tailoring and fine materials, ensuring that each piece is unique to its wearer. Choosing Brioni means embracing a legacy of luxury, sophistication, and excellence.

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# Brand Selection and Initial Exploration

## HISTORY

- Based in Rome, Italy
- Hosted the first-ever men's runway show in 1952
- Italian craftsmanship, and exclusivity

## CORE

- Craftsmanship: Handcraft suits
- Elegance & Prestige
- Quality & Innovation: Combines heritage with modern refinement.
- Sustainability

## ETHOS

- Tailored perfection: Custom for individuality
- Heritage & Exclusivity
- Personal Experience: Elegance and refined style

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# Case Study: Spring/Summer 2023 Collection



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# Storytelling: Spring/Summer 2023 Campaign



## Content

- Message: Brioni represents timeless elegance and craftsmanship.
- Themes: Luxury, Italian heritage, and artisanal tailoring.

## Medium

- Video Ad: A short film showing Jude and Raff Law enjoying simple, shared moments.
- Print Ads: Photographs featuring items within the Spring/Summer 2023 collection modelled on Jude Law and Raff Law.

## Narrative:

- Jude Law and Raff Law showcase their father/son relationship, enjoying time spent together.

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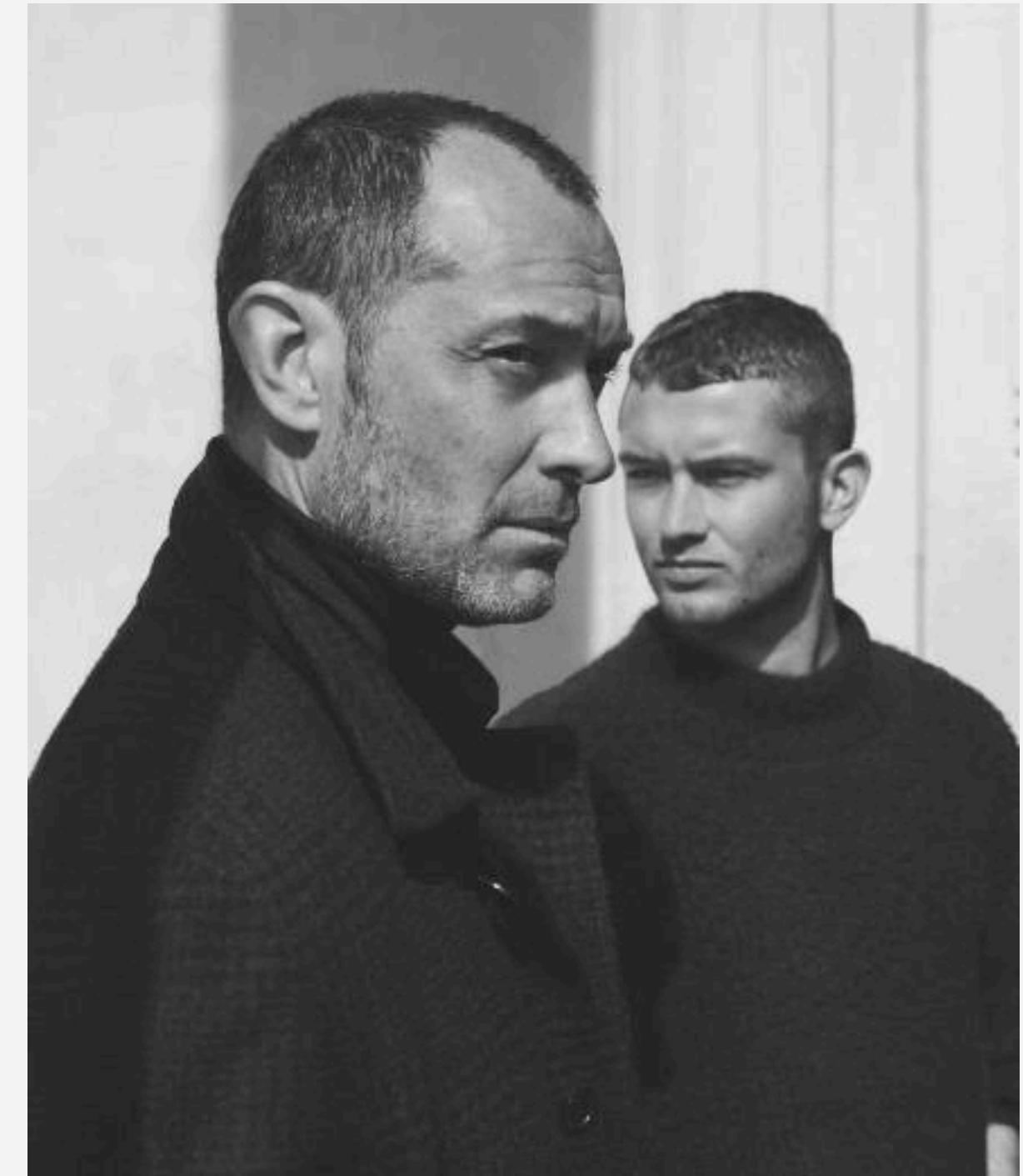
# SS2023 Significance and Impact

## Significance

- Reinforces Brioni's core values
- Generational continuity

## Strategic Goals within the French Markets

- Reinforce legacy and heritage
- Tap into emotional appeal
- Attract new customers



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# Communication Strategy

Brioni uses several marketing strategies to maintain its prestigious image and appeal to its elite clientele

## EXCLUSIVITY

- Exclusive boutiques place
- Personalized journey
- Tailored costumes
- Limited collection

## TARGET CONSUMER

- Made to measure service
- For iconic men world
- Hollywood celebrity clientele such as Brad Pitt

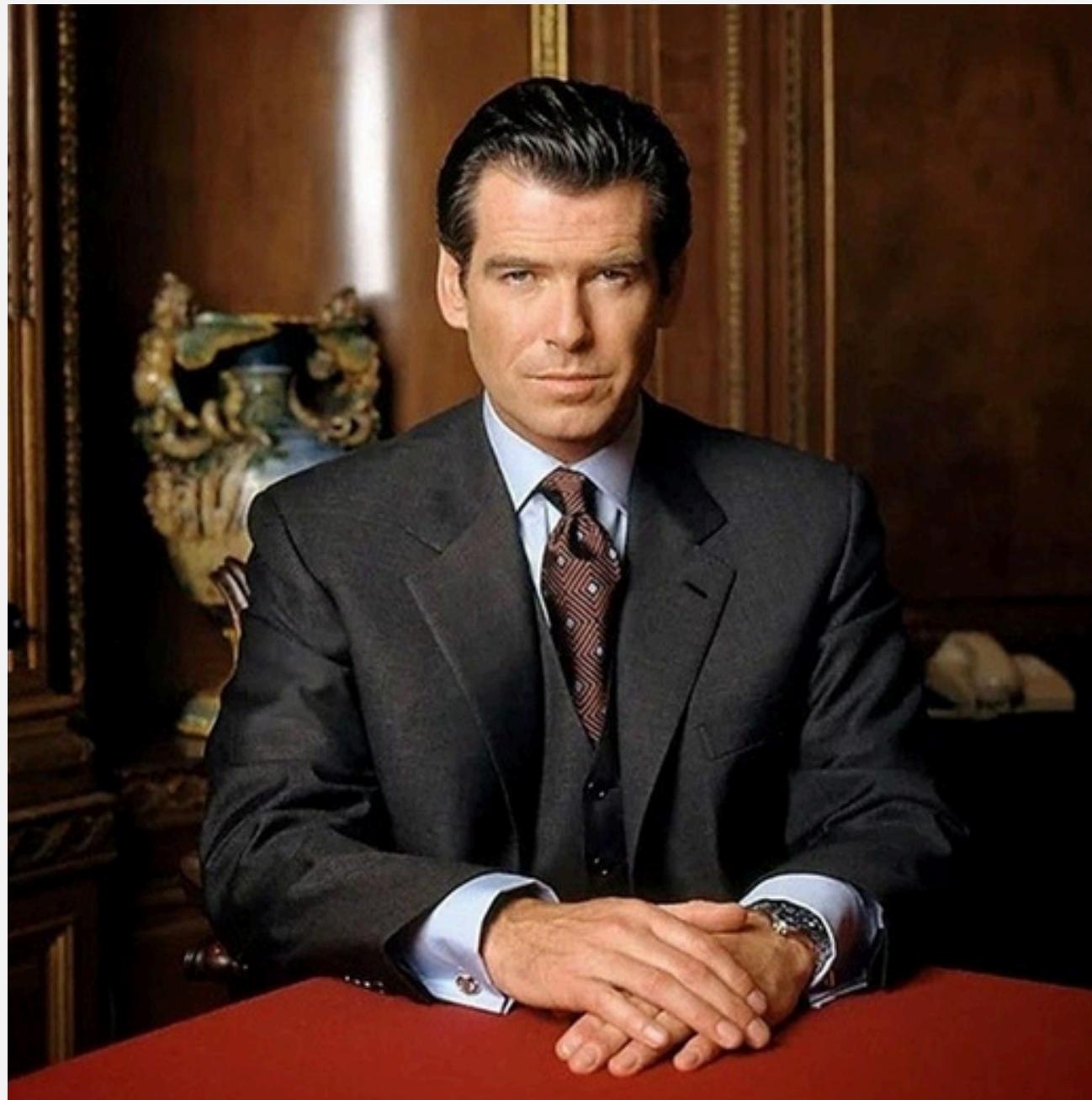
## OMNICHANNEL STRATEGY

- SEO: paid for social media for ads
- Newsletters
- Event KPIs
- Chinese market



# Overall Brand Narrative

The Brioni narrative can be described by :



- **Tailoring** handcrafts by skilled artisans, attention to detail
- **Elegance** sophistication, authority, refinement
- **Timeless roman inspiration** emphasize the Grandeur of “the Eternal City”
- **Hollywood legacy** cinematic association fortified with dressing James bond
- **Sustainability** ethical sourcing of materials, supporting its artisans, eco friendly production

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# Impact and Effectiveness Analysis

Brioni's storytelling strengthens its brand identity by emphasizing legacy, craftsmanship, and luxury. It focuses on Italian elegance, connection with elites, and historical landmarks. This preserves the brand's high position and guarantees stability.

Through celebrity endorsements, custom experiences, and sustainability efforts, Brioni engages customers in an ideal way. Personalized services provide a unique luxury experience, while the presence of Hollywood actors and icons like James Bond increases desirability. Modern consumers are drawn to the brand's dedication to ethical production, which makes its message more powerful and timeless.



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# Guidelines for Effective Storytelling

Brioni's storytelling should emphasize:

Brand Identity: Brioni's Italian heritage, custom pieces, and exceptional quality of tailoring

Authenticity: handcrafted pieces by artisans since 1945

Creativity: continue the use of short films and cinematic videos, creating new ways of showcasing collections and revealing the brand's values and aesthetics

Emotional Resonance: the combining of traditional heritage, timelessness, and modern luxury; made for the refined gentleman - discreet and understated, yet elegant and composed

Cultural Relevance: 'the art of slow luxury,' positioning Brioni as mindful and sustainable luxury, creating timeless pieces meant to last

The Brioni logo is a stylized, handwritten-style script of the brand name "Brioni". The letters are fluid and elegant, with a mix of thin and thick strokes, giving it a sophisticated and classic feel.

# Main Findings and Applications



## **Main Findings:**

The importance of consistent messaging and themes throughout storytelling

## **Application:**

Consistency and next collections

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# SOURCES

<https://fashiongear.fibre2fashion.com/brand-story/brioni/history.asp>

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<https://www.brioni.com/en/us/history>

<https://thevou.com/blog/is-brioni-luxury-brand/>

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