

## dunhill unveils first campaign under Creative Director, John Ray



To capture his first dunhill collection – Autumn / Winter 2014 / 15 – Creative Director John Ray has enlisted photographer Annie Leibovitz to interpret his new direction and vision for the house.

Art Directed by Ronnie Cooke Newhouse of House and Holme, the campaign highlights the Autumn/Winter collection, taking as its starting point the inventiveness of Alfred Dunhill's 'Motorities' – the self-styled term he coined for all accessories created for stylish car travel. The collection combines an understated appearance and British sense of appropriateness with a youthful edge and inherent wearability.

The series of five campaign images features models Tara Ferry, Andrew Cooper and Norbert Michalke, each of whom individually represents distinct characteristics of the dunhill man; yet the combination of these three men epitomises dunhill's broader appeal.

Says John Ray, "The quintessentially British gentleman carries his life experiences with him – sophisticated and self-assured. The years have shaped his tastes and influenced the way that he dresses. To be both functional and luxurious at the same time is an aesthetic that I believe resonates with men on an international level."

Accompanying the Annie Leibovitz images, are a series of knowingly arch quips, reflecting the inimitable British sense of humour.

A one-minute behind-the-scenes campaign video can be viewed via dunhill's YouTube page. The short film illustrates not only the mood and essence of the collection, but the impeccable quality and functionality of Ray's debut collection for the house.

dunhill's Autumn/Winter 2014/15 advertising campaign is set to launch globally on July 3rd.



## Contacts and downloads

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Behind-the-scenes video [CLICK HERE](#) to view or download [HERE](#)

## About dunhill

Since 1893, dunhill has remained synonymous with a very British type of masculine elegance. Innovative products and uncompromising quality were the accomplishment of the young businessman Alfred Dunhill, and these values are central to the continued success of the brand. Today, the house remains faithful to the enduring spirit of its founder, and has for many years been associated with the finest in luxury menswear.

Through the use of modern design and attention to detail, dunhill delivers products of exceptional quality to customers all over the world. These products are not solely beautiful; they must also be practical – merging the aesthetic with the functional. From clothing to accessories, dunhill's collections are testament to Alfred Dunhill's commitment to quality and craftsmanship.

