
dunhill

BRAND SYSTEM

BRAND PHILOSOPHY

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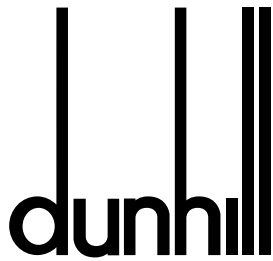
MARKETING

TARGET AUDIENCES & INFLUENCERS

COMPETITOR ANALYSIS

FUTURE PLANS

BRAND PHILOSOPHY



BRAND PHILOSOPHY



BELIEFS

“To create something beautiful, enduring and of purpose takes time.”

Dunhill represents the very best of the House, where excellence, discretion and British craftsmanship take centre stage.

BRAND PHILOSOPHY



VALUES

“It must be useful, it must work dependably, it must be beautiful, it must last, it must be the best of its kind”

Dunhill values craftsmanship and innovation. Creating design driven goods, with style, substance and purpose.

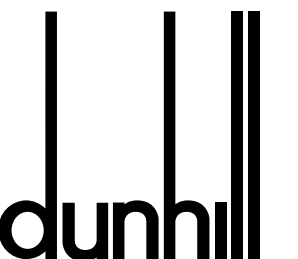
BRAND PHILOSOPHY



MISSION STATEMENT

“Alfred Dunhill has always been committed to advancing the pursuit of luxury for men through exceptional services since 1893.”

Turning men into gentlemen through the pursuit of luxury and goods.



BRAND PHILOSOPHY



LIFESTYLE

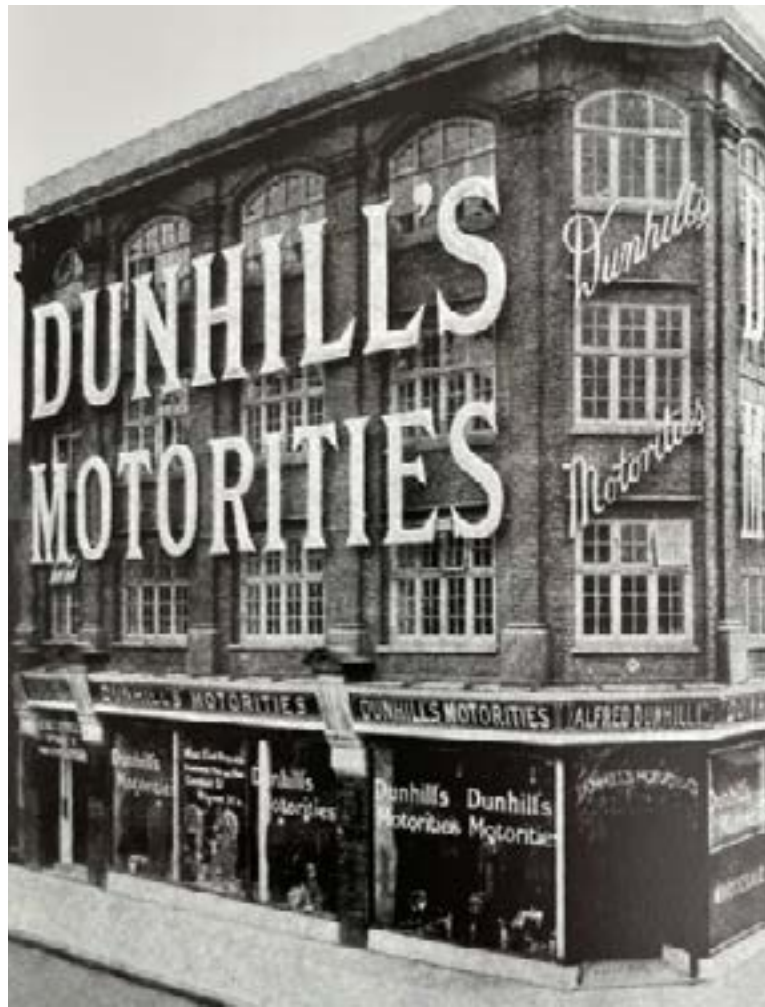
Living the Dunhill lifestyle is what it means to be a true successful gentleman. A man with class, you will attending exclusive events alongside high-profile celebrities. You find yourself racing your car collection on the track or at your exclusive golf club on most weekends. One thing that you believe is that a true gentleman should dress with class.

HISTORY



HISTORY

1893



Alfred Dunhill inherited a company run by his father that sold auto parts. Soon after, he began supplying accessories for automobiles under the name Dunhill's Motorities.

1902



Alfred Dunhill opened his first shop in Conduit Street, Mayfair, London, selling clothing and accessories to chauffeurs and their employers.

1904



Alfred Dunhill's entry into the pipemaking business began in 1904 when he developed a "windshield pipe" that allowed drivers to smoke while driving.

1907



Alfred Dunhill opened a small tobacconist's shop on Duke Street in the St James's area. He offered tobacco blends tailored for the individual customer.

1908



Alfred introduced the first Dunhill cigarettes, making the small tobacco store prosper quickly.



HISTORY

1910

1912

1912

1920

1924



Since the pipes sold in tobacco stores were bought from independent pipe makers, Alfred Dunhill was dissatisfied with the quality of these pipes and in 1910 set up an workshop near the store to begin making and producing pipes.



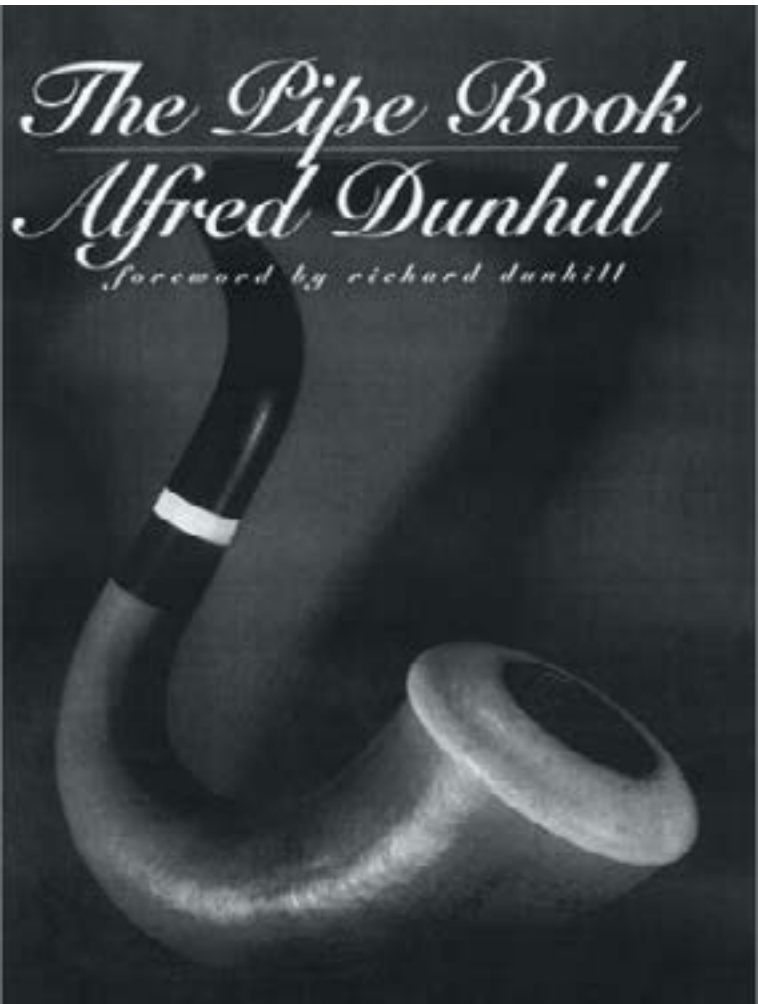
Alfred was joined in the business by his youngest brother, Herbert, and his eldest son, Alfred, followed by his second son, Vernon, in 1913.



Alfred introduced to his pipes the WHITE SPOT DOT, showing staff and the esteemed clientele alike the correct way of positioning the hand-cut mouthpiece on the Dunhill pipe.



The WHITE SPOT logo was registered as a trademark. Alfred Dunhill has separated pipes from its other products and called them “The White Spot,” about its trademark white spot on every Dunhill pipe.



Dunhill published The Pipe Book, a monograph that detailed the history of the smoking pipe.



HISTORY

1924

1926

1928

1929

1934



The company launched the Unique lighter, a product that Dunhill and his brother Herbert had much interest in developing, and was the world’s first lighter that could be operated with just one hand.



Dunhill developed a range of timepieces featuring a hallmark of the company innovation. Timepieces could be found inside lighters, writing instruments, and belt buckles.



Dunhill passed the chairmanship of his company to his son Alfred Henry in 1928, taking retirement due to health reasons.



The first Dunhill pen was introduced in 1929. The Dunhill Torpedo has an aero dynamic shape and became a classic. Pens are known for their 18-carat gold nib, each individually cut, ground, and finished by hand.



Dunhill’s first fragrance dates back to 1934: Dunhill For Men. Since then they’ve gone on to expand what is ‘technically’ a male fragrance portfolio – but our experience is that women often find the fragrances eminently borrowable.

HISTORY

1936

1948

1956

1959

1961



The first Facet watch was launched in 1936. The inspiration for the faceted shape of this piece was taken from an interior lamp that Alfred Dunhill designed and supplied to Rolls Royce in 1907.



Richard Dunhill, grandson of Alfred Dunhill Joined the business.



Dunhill produced one of the first butane gas lighters. This design has remained relatively unchanged since and was regularly used by James Bond in both prints and on the screen.



Alfred Dunhill died in a nursing home in Worthing on 2 January 1959 and was cremated at Golders Green Crematorium. He left gross assets of £74,117. His second wife survived him.



Alfred Henry Dunhill retires and Mary Dunhill (Mary Dunhill is Alfred Dunhill's daughter) succeeds as chairman.

HISTORY

1961

1963

1972

1976

1977



Richard Dunhill becomes director.



Queen Elizabeth II granted Dunhill a license to supply the British Crown.



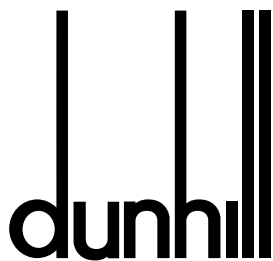
By the late 1970s, Dunhill was offering a range of 3,500 luxury products in more than 20 stores round the world.



The company expanded their clothing line in 1976, offering blazers and tuxedos, ties and more.



Alfred Dunhill Ltd establishes a subsidiary, Dunhill Pipes Limited, and separates the tobacco and WHITE SPOT pipe related businesses. In the same year, Montblanc was acquired by Alfred Dunhill Ltd.



HISTORY

1985

1985

1988

1989

1993



Alfred Dunhill Ltd acquired Dunhill Tailors (a suit tailor of the same name, also located in London) for \$3.25 Million cash. Helping Alfred Dunhill expand its men's clothing business.



Alfred Dunhill began sponsoring golf tournaments in 1985, with the first annual Dunhill Cup golf tournament, following up in 2001 with its successor, the Alfred Dunhill Links Championship.



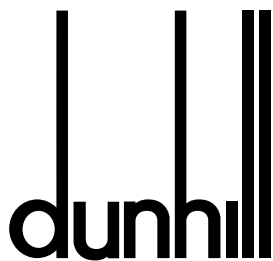
Mary Dunhill passed away.



Richard Dunhill appointed Chairman.



Dunhill Holdings PLC is restructured and renamed Vendome Rothmans International Group. Dunhill's tobacco and luxury businesses are restructured into two new listed groups, Rothmans International and Vendome.



HISTORY

1995

1998

2003

2004

2004



Richemont acquires a 30 percent interest in Rothmans International. This includes the tobacco and related businesses of Alfred Dunhill Ltd.



Richemont becomes the largest shareholder of Vendôme Luxury Group with a 100% interest in luxury goods. (including Dunhill, Montblanc, Panerai)



Dunhill launches the sidecar collection of high-quality business leather goods in dark brown leather. In the same year, the X-Centric watch was launched.



Dunhill launches a new leather goods collection of premium waterproof coated canvas D-Eight.



Richard James
Creative director for Dunhill (2004-2207)
Graduated from Brighton College of Art.

HISTORY

2007

2007

2012

2014

2016



Jude Law has been the global face of Dunhill since 2007, and the resulting Spring/Summer 2008-2009 campaign has been a huge success worldwide.



Kim Jones
Creative director for Dunhill (2007-2010)
The Dunhill brand has enjoyed a new injection of youth and creativity from the designer who previously held his own eponymous label.



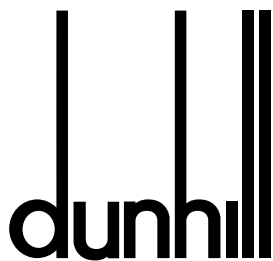
John Ray
Creative director for Dunhill (2012 - 2016)
John Ray joined Dunhill in 2012, applying his commitment to quality and tradition while reinvigorating the brand.



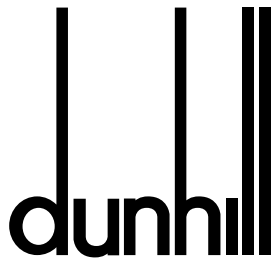
Alfred Dunhill sponsored Rally Nippon 2014 - 70 of the world's rarest classic cars on a 1,000-kilometer journey through Japan. Meanwhile, Alfred Dunhill has produced a video for the Rally Nippon.



Mark Weston
Creative director for Dunhill (2016-Now)
Before being appointed at the helm of Dunhill, Weston was the senior vice president of menswear at Burberry.



ICONIC DESIGNS



ICONIC DESIGNS - 1924



THE UNIQUE LIGHTER

The dunhill Unique lighter in a silver-finish design featuring several different finishes. The original dunhill classic was first launched in 1924.

ICONIC DESIGNS - 1934

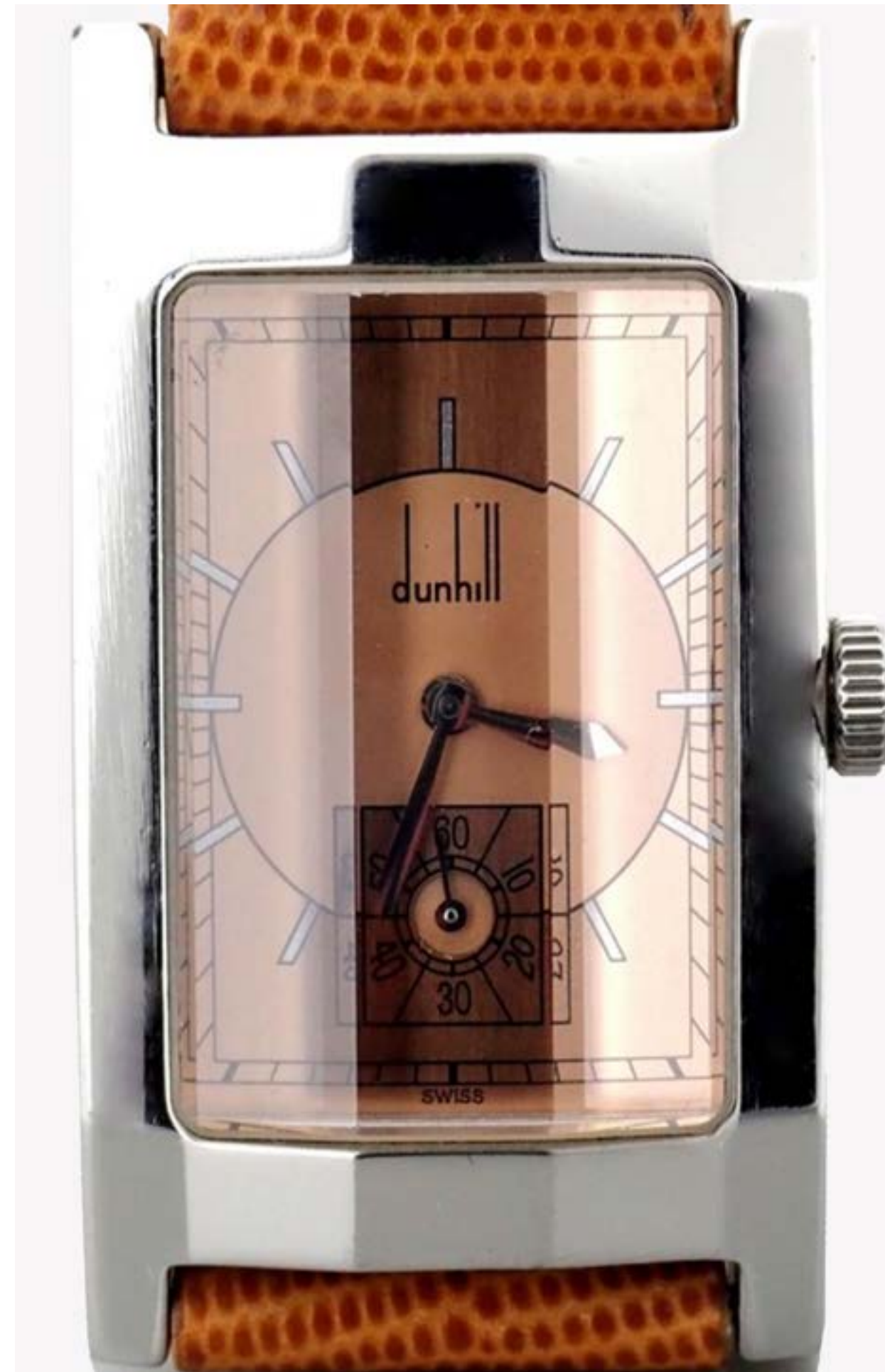


DUNHILL FOR MEN
FRAGRANCE

Dunhill Cologne is an intoxicating fragrance for men that features notes of lemon and lavender mixed with a heady wood and musk scent that gives it a decidedly outdoor feel and smell.



ICONIC DESIGNS - 1936



FACET TIME PIECE

The first Facet watch was launched in 1936. The inspiration for the faceted shape of this piece was taken from an interior lamp that Alfred Dunhill designed and supplied to Rolls Royce in 1907.

ICONIC DESIGNS - 1956



THE ROLLAGAS LIGHTERS

The Rollagas lighter is a dunhill classic, featuring the famous 'snap-shut' lid and a rolling strike mechanism for effortless one-handed use.

ICONIC DESIGNS - 2003



SIDE CAR COLLECTION

The dunhill Sidecar collection is inspired by the iconic silhouette of a 1930s Steib sidecar.

ICONIC DESIGNS - 2020



LOCK BUCKLE COLLECTION

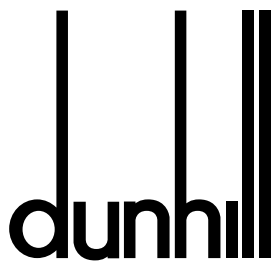
Inspired by the textures and finishes of the iconic dunhill Rollagas lighters, as well as 1970s archive packaging, two unique metallic styles are also available in AD brass and AD silver; a collision of tradition and subversion.



TRANSMISSION
COLLECTION

Transmission is a new fine jewelry collection inspired by dunhill’s automotive heritage. The design was referencing the mechanics of a car gearbox.

CURRENT PRODUCTS



CURRENT PRODUCTS



T-SHIRTS & POLPS
\$ 240 - \$ 995



- Clothing style is casual and fit
- Fully fashioned
- Having metal material details
- Using best comfortable materials



KNITWEAR
\$ 495 - \$ 1,295



- The ribbed design is simple and understated
- Contrast stripe detail on sleeves
- Reinforced seams, expert tailoring, and elegant finishes



CASUAL TROUSERS & CHINOS
\$ 350 - \$ 595



- Premium Materials
- Useful designs like hidden pockets
- The cut shows the gental style of dunhill

CURRENT PRODUCTS



SHIRTS
\$ 375 - \$ 795

- Can be worn on its own or as a layering piece
- Come in variety of styles
- High-quality fabrics
- Popular patterns
- Stylized copper accessories



SWEATS
\$ 495 - \$ 1595

- Casual design styles
- Including crewneck, hooded, and zipped designs
- High quality materials like cotton and cashmere
- Suitable for both casual and formal occasions



SHORTS
\$ 350 - \$ 350

- Premium Materials
- Fits casual occasions

CURRENT PRODUCTS



COATS
\$ 1,595 - \$ 3,395

- Premium materials like wool, cashimere and nylon
- The brass clasp, leather is added in to the design to show the luxury design style
- Various designs can meet different usage scenarios



QUILTED & DOWN JACKETS
\$ 895 - \$ 3,395

- High quality materials like merino wool
- Decorated with leather and metal
- Stylish design

CURRENT PRODUCTS



LEATHER JACKETS
\$ 2,095 - \$ 5,195



- Timeless jacket pattern
- High quality material like lamb leather
- Finished with ribbed collar, hem and cuffs



BLAZERS
\$ 1,795 - \$ 3,895



- Advance materials like velvet, silk, wool and cashmere
- All kind of styles that fits both daily and formal occasions
- Classic london styles



SUITS & SEPARATES
\$ 495 - \$ 2,895



- Hand-stitched in key areas to ensure quality
- Advance materials like velvet, silk, wool and cashmere
- Appropriate details like stripes and decoration on the buckles to make overall style uniform

CURRENT PRODUCTS



BAGS
\$ 285 - \$ 4400



- Premium materials, such as leather and canvas
- Refined decorations



WALLETS
\$ 285 - \$ 995



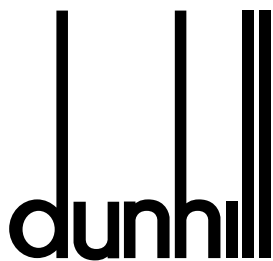
- Variety of wallet styles, including bi-fold and tri-fold designs
- Available in a range of colors and textures
- Attention to detail, such as hand-stitching, and durable hardware
- Premium materials, such as leather



KEY FOBS & KEY CASES
\$ 295 - \$ 625



- Premium materials like goatskin leather and calf leather
- Decorated with brand icon
- Hardware in precious metal colors



CURRENT PRODUCTS



BELTS
\$ 375 - \$ 575



- Made with high quality materials like grained leather and calf leather
- Available in two different sizes, 30mm and 35mm
- There are D-shaped buckle, square buckle and automatic buckle. For users to match in different occasions
- A part of the belt have stylized decorations and patterns



TIES
\$ 135 - \$ 295



- Made with mohair, wool, cotton and silk
- Available in patterns for casual or formal occasions
- Available in two different sizes, 7mm and 8mm



HATS
\$ 245 - \$ 550



- Dunhill longtail leather patch
- Made with material like merino, cashmere wool and leather
- Water resistance

CURRENT PRODUCTS



LIGHTERS
\$ 595 - \$ 5400

- Often engraved with the brand's logo, adding a touch of luxury and personalization
- Made from premium materials, such as brass and silver, giving them a high-end look and feel
- The finish on dunhill lighters can range from smooth to textured, adding to their overall aesthetic appeal
- Reliable and easy-to-use mechanisms
- Include features such as adjustable flame height, fuel windows, and safety locks



SCARVES
\$ 350 - \$ 625

- Made with wool and cashmere
- Embroidery with the "d" logo
- Herringbone design
- Fringe finish



GLOVES
\$ 575

- Classic Dunhill Color
- Crafted From Leather Or Lamb Skin
- With Stitch Detailing And Brand Icons



CURRENT PRODUCTS



JEWELLRY

\$ 235 - \$ 6700

- Made from high-quality materials, such as 18k gold, platinum, and precious gemstones
- With elements such as engraving, filigree, and milgrain accents adding to its overall beauty
- Features iconic themes and motifs, such as knots, diamonds, and the brand's signature "d" logo



SHOES

\$ 625 - \$ 1095

- Made from premium leathers, such as calfskin and suede, ensuring durability and comfort
- With elements such as broguing, perforations, and contrast stitching adding to their overall aesthetic appeal
- Featuring traditional shoe styles such as oxfords, derbies, and loafers
- Goodyear welting, a traditional shoemaking technique that ensures durability and longevity
- Featuring soft leather linings and cushioned insoles



SNEAKERS

\$ 625 - \$ 875

- In addition to the traditional shoes, dunhill also produces functional shoes
- With leather and suede trims
- Made with technical nylon materials
- With dunhill logos on various parts of the shoe



SERVICES



SERVICES



BESPOKE TAILORING

Our highly skilled senior tailoring team uses excellent, British style and British craftsmanship to customize unique garments made crafted by hand in Mayfair for each client.

Each detail is exquisite and rich, which not only reflects codes of the Dunhill , but also satisfies every customer's requirements.

SERVICES



CUSTOM & BESPOKE LEATHER

From weekend bags and attaché case silhouettes to portfolios, wallets and more bespoke requests, Our professional craftsman team can discuss and imagine with customers, manually cut and specially complete customers' final objects of desire.

And our excellent bespoke leather experience also directly reflects our origin and founder, Mr. Alfred Denhill, who transformed his father's equestrian bridle business into the Dunhill we know today.

SERVICES



MADE TO MEASURE

We have three signature dunhill cuts are offered in selected suits, blazers and eveningwear. In addition, we can provide a variety of seasonal fabrics to cut the most suitable suit according to customers' tastes.

From the slimmer, more contemporary profile of our Mayfair cut to the classicism and English style of the Belgravia and St. James, Dunhill tailoring is the epitome of timeless British craftsmanship and skill.

SERVICES



BESPOKE TAILORING

Tony Martin, the Head Cutter of dunhill, will provide customers with Excellence, British style and British craftsmanship Dunhill customized tailoring on the US tailing trunk show.

COLORS, MATERIALS & FINISHINGS

COLORS, MATERIALS & FINISHINGS



ROLLAGAS CASHMERE
CAR COAT (\$ 3,395)

Black & Brassy (brass buttons)
Made in Italy



MATERIAL: CASHMERE

A fiber obtained from goats.
Used to make yarn, textiles and
clothing for hundreds of years.
Soft, slender, elastic and warm.
\$129.30 per kg in Italy (2022)



FINISH

Neckline: Cashmere (comfort)
Other parts: lattice stitching
(to fix the inner padding while
maintaining a neat appearance.)
Similar craft: down jacket.

COLORS, MATERIALS & FINISHINGS



AVIATOR JACKET (\$ 4,795)

Black
Made in Italy



MATERIAL: CALF & WOOL

Calf: Soft, smooth and durability.
Typically used for high quality clothing, shoes, purses.
Wool: Soft, warm
Clothes, trousers, hats, scarves...



FINISH

Calf: Original texture
Wool:
Neckline: Fleece (warm and soft)
Cuffs and bottom: Ribbed
(Increase elasticity)

COLORS, MATERIALS & FINISHINGS



COTTON CASHMERE CHINO
(\$ 480)

Soft Grey
Made in Italy



MATERIAL: COTTON & CASHMERE
& ELASTANE

Cotton: Soft, Warm
Cashmere:
Soft, slender, elastic and warm.
Elastane: Such as Spandex, Lycra
High breathability, stretchability



FINISH

The original texture of the cloth.

COLORS, MATERIALS & FINISHINGS



BELGRAVE OPTICAL
LEATHER BELT (\$ 410)

Black & Silver
Made in Italy



MATERIAL: LEATHER & PALLADIUM

Leather: Soft and durability.
Palladium: Silver-white metal with low density and melting point, high ductility at high temperature, hard after cooling.



FINISH

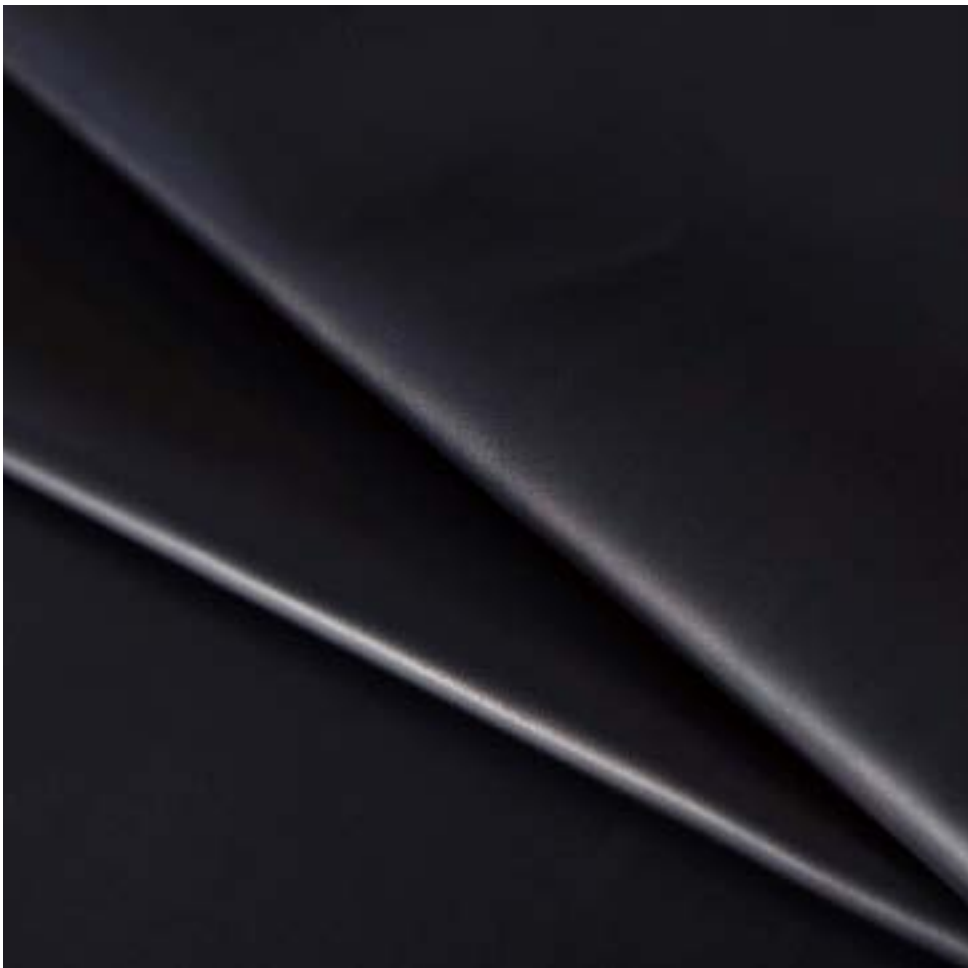
Leather: Embossed with optical print (hot pressing)
Palladium: Polished to glossy

COLORS, MATERIALS & FINISHINGS



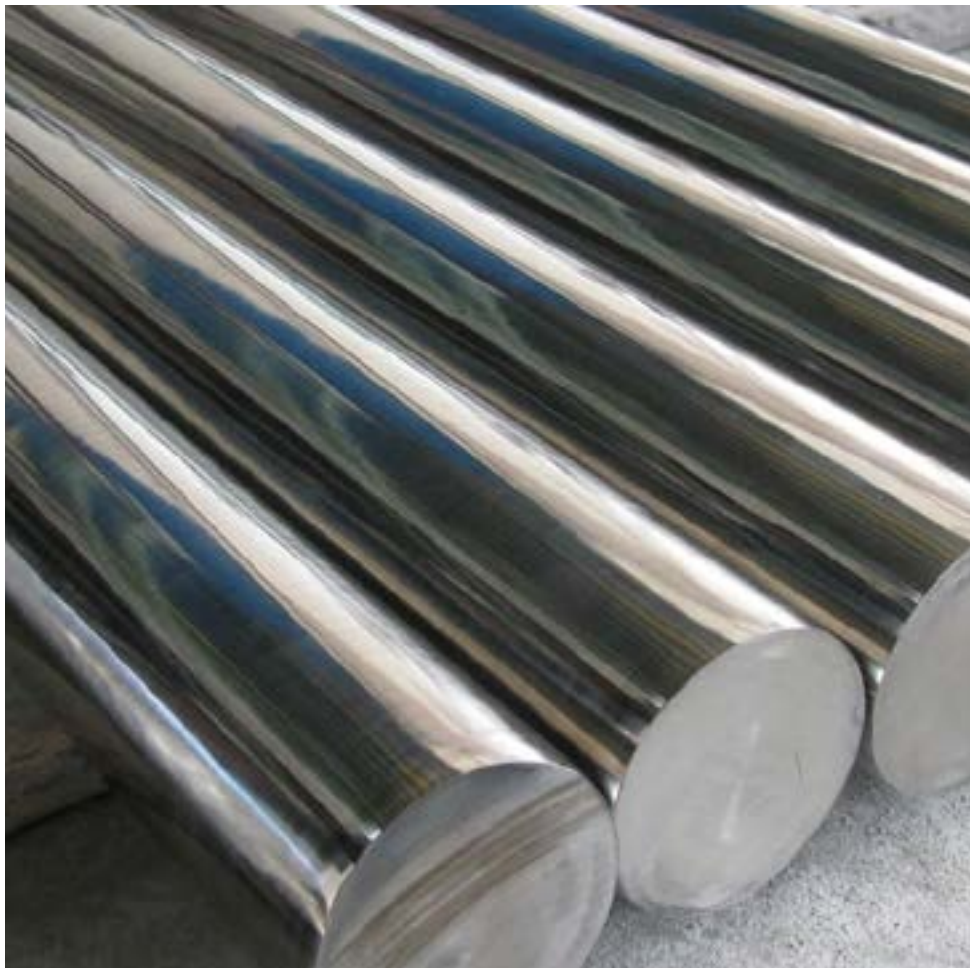
ROLLAGAS SLIM SINGLE
DOC CASE (\$ 1,895)

Black
Made in Italy



MATERIAL: CALF & CUPRONICKEL

Calf: Soft, smooth and durability.
Cupronickel: Nickel + Copper
Very strong and durable.
Generally used on jeans, coats
and backpacks.



FINISH

Calf: Embossed full grain
(hot pressing)
Cupronickel: Polished to glossy

COLORS, MATERIALS & FINISHINGS



CHILTERN ROLLER BAR LOAFER
(\$ 825)

Dark Chocolate
Light Brown
Brassy
Made in Italy



MATERIAL: CALFSKIN & LEATHER
& GOATSKIN & BRASS

Calfskin Lining
Leather Sole with rubber heel
Gold foil branding on sole
Goatskin
Brass Fixtures



FINISH

Surface and lining: Material texture
Brass Fixtures: Polished & Brushed
Sole: Rubber injection molding to
make non-slip texture.

COLORS, MATERIALS & FINISHINGS



DUNHILL D GROSGRAIN TIE
(\$ 245)

Navy
100% Mulberry Silk
Made in UK



MATERIAL: MULBERRY SILK

Silk is light, soft and one of the strongest natural fibers.



FINISH

Surface: Jacquard weaving
(a device mounted on a machine to help weave patterns)
Combining Dunhill branding and texturally contrasting grosgrain.

COLORS, MATERIALS & FINISHINGS



ARCHIVE DECO KEY CASE
(\$ 350)

Black
Blue
White
Made in Italy



MATERIAL: LEATHER & PALLADIUM
& SILVER FOIL

Calf leather: Outer skin and lining
Palladium: Six key hooks, one
detachable key ring
Silver foil (dunhill logo)



FINISH

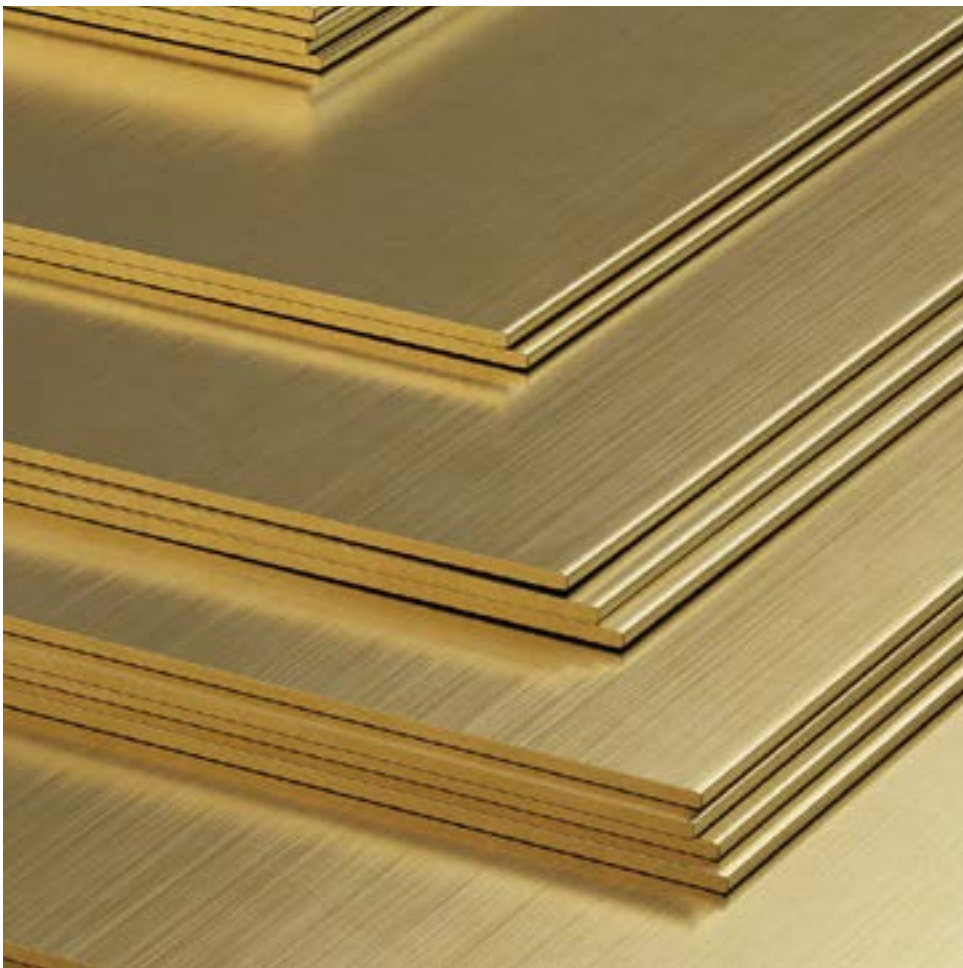
Calf leather: Full grained calf
leather material texture
Palladium: Polished to glossy

COLORS, MATERIALS & FINISHINGS



D GYRO KEYFOB (\$ 295)

Silver
Gold
Made in Italy



MATERIAL: BRASS & PALLADIUM
& GOLD

Palladium: Parts other than gold
Gold-plated brass: Center gold
decorative ring



FINISH

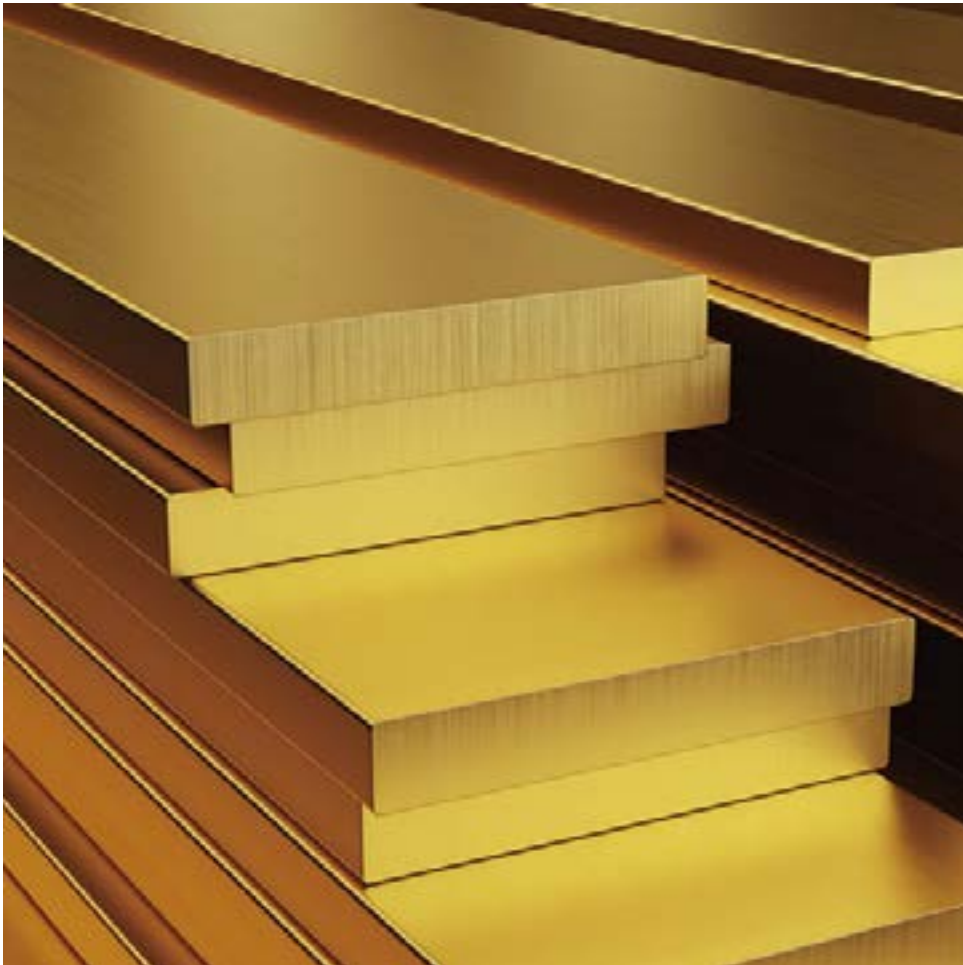
Palladium: Polished to glossy.
Brass: Polished to glossy finish
after gold plating.

COLORS, MATERIALS & FINISHINGS



BARLEY ROLLAGAS LIGHTER
(\$ 895)

Silver
Made in Switzerland



MATERIAL: BRASS & PALLADIUM
& ZINC ALLOY (COPPER + ZINC)

Brass: Lighter case
Palladium: For plating on brass
Zinc Alloy: Rolling strike mechanism



FINISH

Use CNC machine to cut out the
grooves for the rollers.
Surface texture by metal embossing.
Polished to glossy finish after
palladium plating.

COLORS, MATERIALS & FINISHINGS



HALLMARK ROLLAGAS
LIGHTER (\$ 1,450)

GOLD
BLACK
Made in Switzerland



MATERIAL: BRASS & GOLD
& ZINC ALLOY (COPPER + ZINC)

Brass: Lighter case
Gold: For plating on brass
Zinc Alloy: Rolling strike mechanism



FINISH

Golden parts: Laser engraving
and polished to glossy finish
after gold plating.
Black parts: Painted to black

COLORS, MATERIALS & FINISHINGS



DUKE DIAMOND CUFFLINKS
(\$ 10,500)

GOLD
SILVER
Made in Switzerland



MATERIAL: GOLD & DIAMOND
& WHITE GOLD

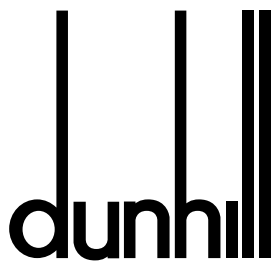
Gold: Make the middle decoration.
Diamond: Inlaid around.
White Gold: Platinum, a precious metal with high density, high ductility and low reactivity.



FINISH

White Gold: Polished to glossy.
Diamond: Inlaid in white gold around the gold part.

DESIGN LANGUAGE



DESIGN LANGUAGE



BRITISH HERITAGE REIMAGINED

In Dunhill's collection, utility and formality is brought together with an easeful, almost slovenly sophistication. It is a reflection on how the new gentlemen live now: a more fluid of masculinity.

DESIGN LANGUAGE



INTRINSIC DRIVE FOR CREATIVITY

The iconic pattern on Dunhill's Rollagas lighters took inspiration from skyscrapers' windows.

The Rollagas collection of leather goods takes inspiration from the textural detailing of the iconic lighter range. Engineered in subtly contrasting panels of full-grain embossed calf leather and smooth leather, pieces feature vintage silver-finish hardware and silver foil-embossed branding for a clean contemporary look.

DESIGN LANGUAGE



SIMPLIFIED GEOMETRICS

A blend of minimalism and elegance, the UK brand dunhill's design language lies in the combinations of different geometric forms and surface treatments. Dunhill recasts the everyday items as sleek and refined objects that are functional but also enhance the appearance of its audiences.

DESIGN LANGUAGE



PATTERN MOTIF

The surfacing of numerous Dunhill's metal goods is etched with patterned geometric motifs. Customers have freedom to express their individuality by applying unique surface treatments to their good. Also giving them the option to replace the material of certain area.

BRAND IDENTITY



LOGO EVOLUTION

ALFRED DUNHILL
ESTABLISHED 1893

1895 - NOW

DUNHILL

1907 - 1989

dunhill

1950 - 2000

dunhill

2019 - NOW

dunhill

LOCKUPS



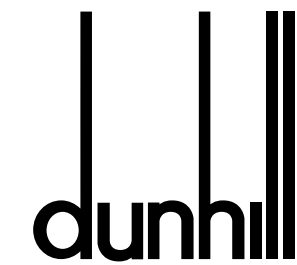
2000 - NOW



2015 - NOW



2017 - NOW



TYPOGRAPHY

dunhill

L O N D O N

ITC AVANT GARDE GOTHIC

medium
san serif
longtail

ITC AVANT GARDE GOTHIC

bold
san serif
letter spacing 350

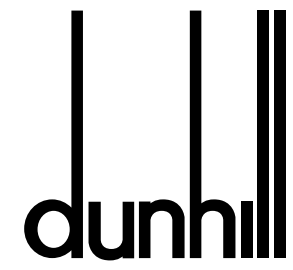
dunhill

LONDON, ENGLAND

EST. 1893

ITC AVANT GARDE GOTHIC

This is a unique bold san serif font with significant long vertical lines immediately grab people's attention, making Dunhill standing out from its competitors.



TYPOGRAPHY



KARLA

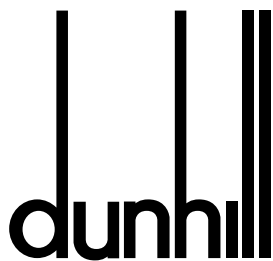
regular
san serif
arcuation: 62%

MONGOLIAN BAITI

regular
serif
horizontal scaling: 75%

KARLA

regular
san serif
letter spacing -55



TYPOGRAPHY

Aa

DUNHILL REGULAR ALL CAPS

THIS IS A HEADLINE EXAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

,.:"'!"?[{|\|@#\$\$%^&*()-+=

Aa

Dunhill Regular

This is a body text example.

Aa

ITC AVANT GARDE GOTHIC MEDIUM

THIS IS A LOGO EXAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

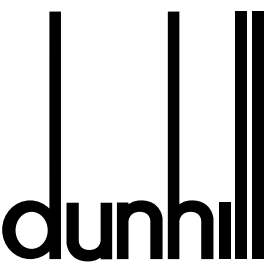
0123456789

,.:"'!"?[{|\|@#\$\$%^&*()-+=

Aa

ITC AVANT GARDE GOTHIC BOLD

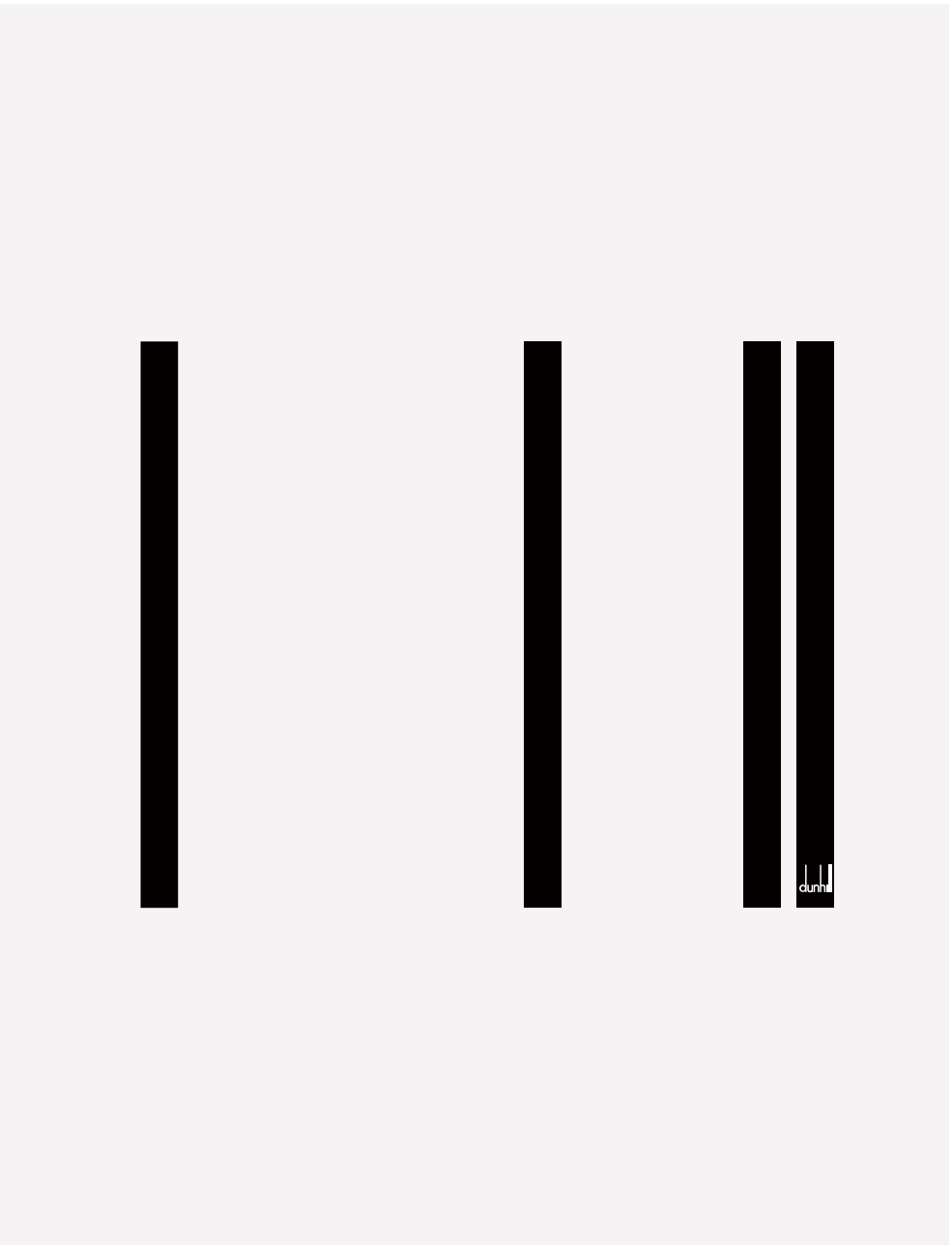
THIS IS A LOGO EXAMPLE



TRADEMARK

LONGTAIL

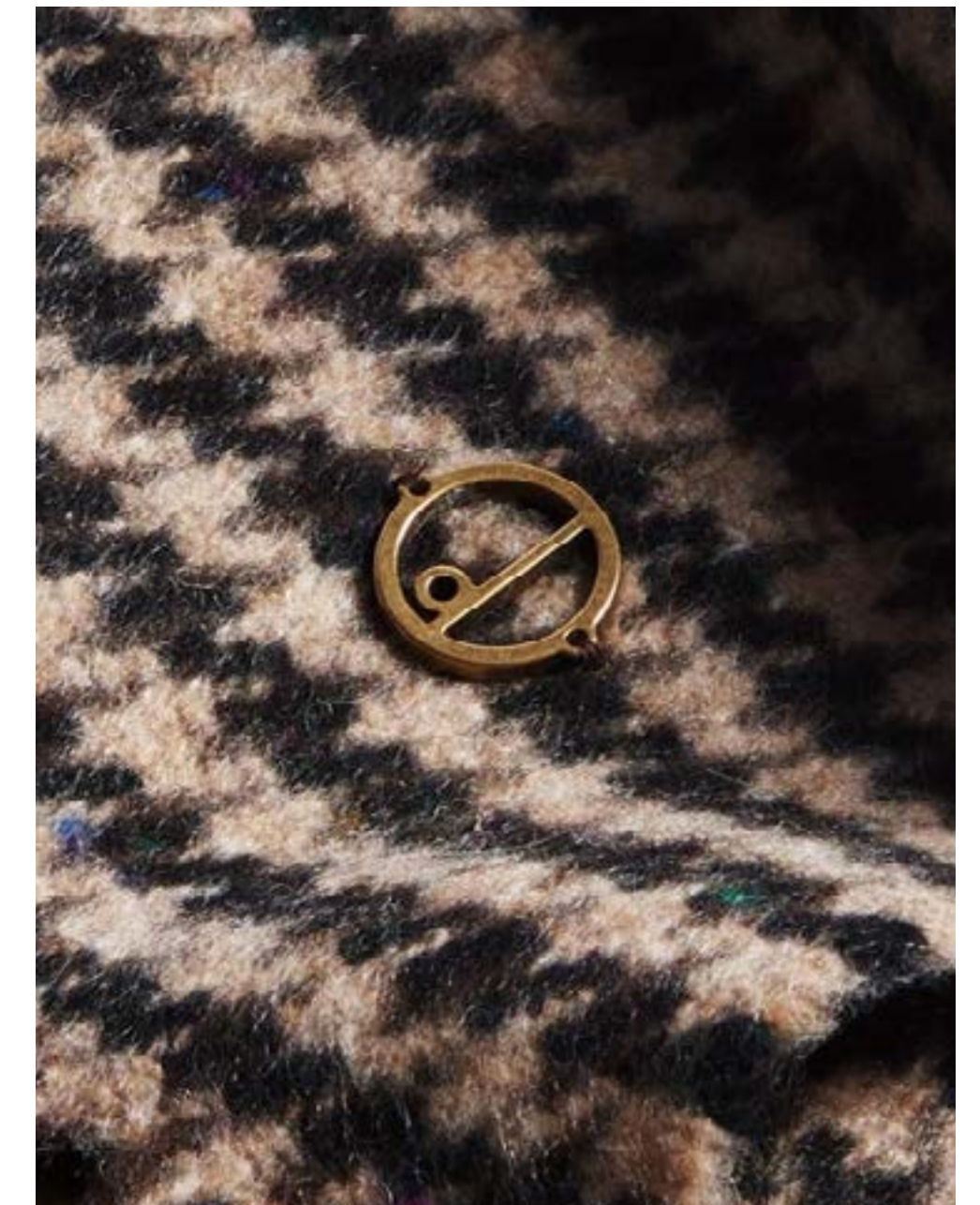
A graphic minimalist 'Line' design is based on classic longtail element in dunhill logo.



TRADEMARK

D

A graphic element that use tonal 'D' to represent dunhill logo.



TRADEMARK

AD MOTIF GOTHIC

Abbreviation of Alfred Dunhill in Gothic



TRADEMARK

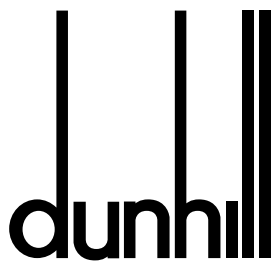
AD MOTIF

Abbreviation of Alfred Dunhill.



SCRIPT

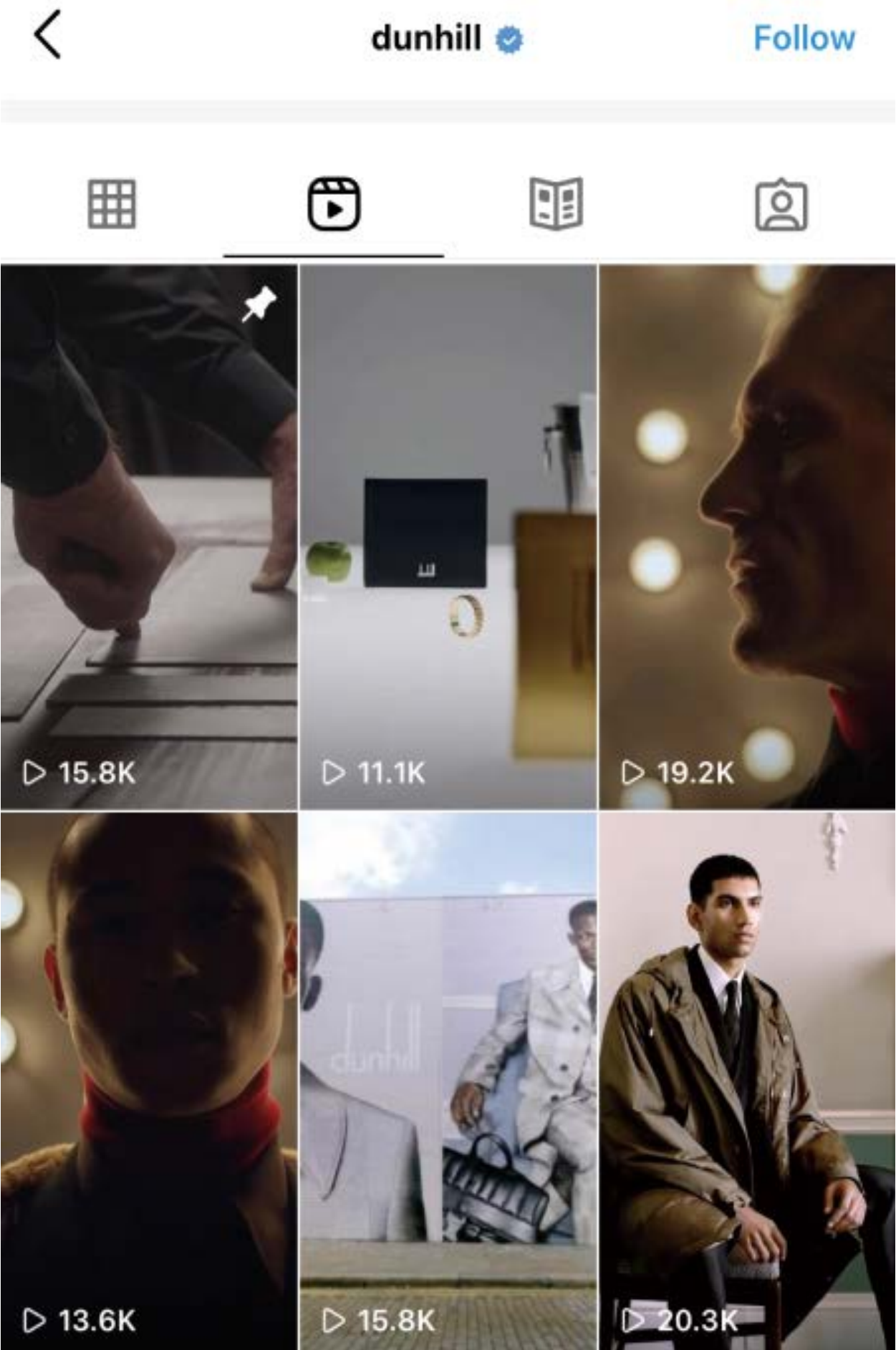
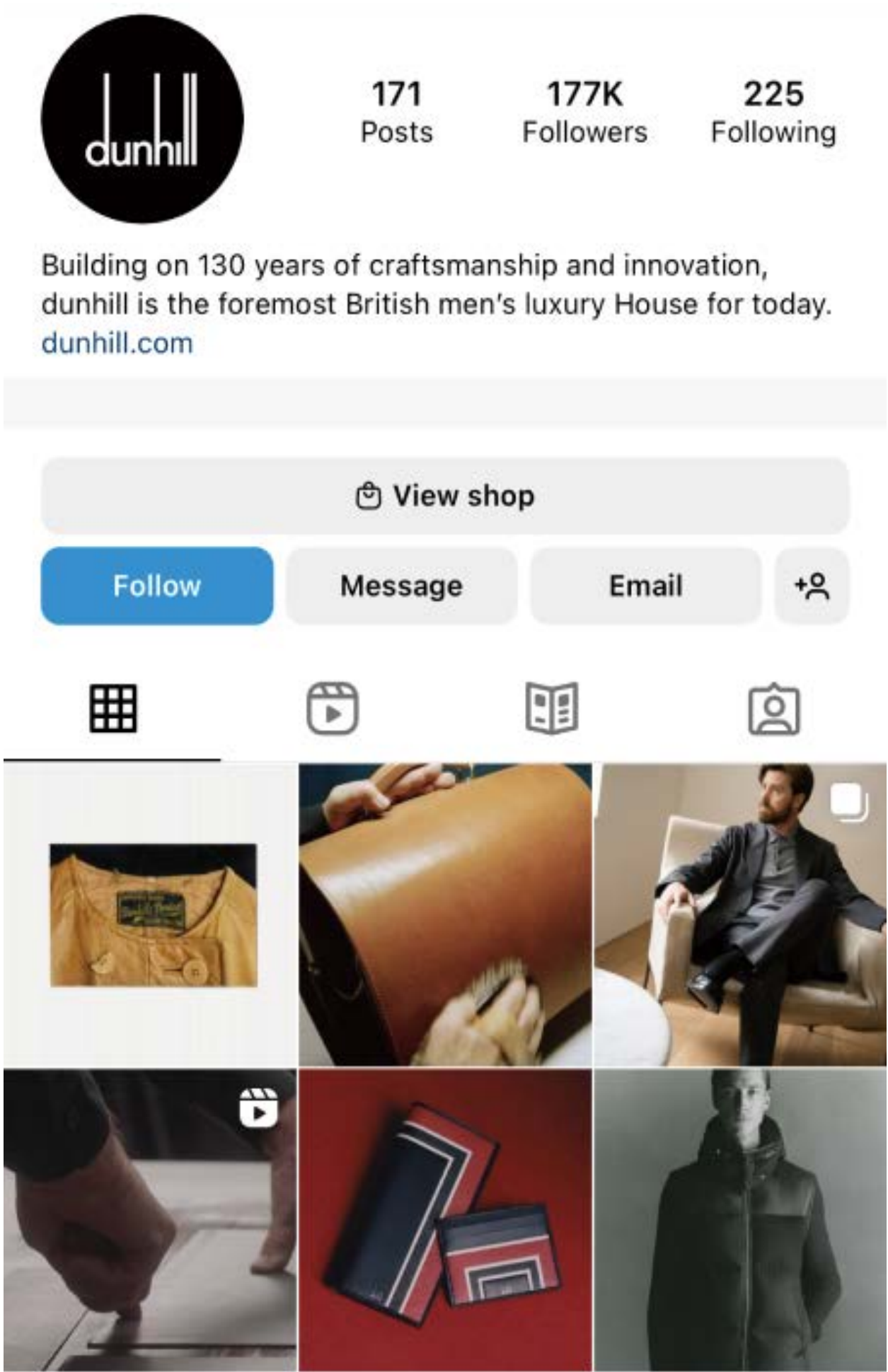
An embroidered logo that features 1921 script dunhill logo.



SOCIAL MEDIA



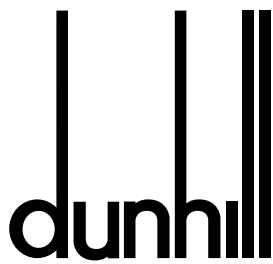
SOCIAL MEDIA




INSTAGRAM


The feed provides the consumer with a quick reading into the Dunhill identify, this is achieved by showing off products, processes, the lifestyle and users. This page portrays what is like to live the Dunhill lifestyle.

Dunhill uses Instagram as their main platform to entice new viewers into the Dunhill lifestyle. Unlike their other platforms, Dunhill's Instagram does not go into a deep dive into their products, influencers, or values.



SOCIAL MEDIA





Dunhill

Clothing (Brand)

Like

View shop

555,405 people like this

Home

Shop


About

Photos


Videos

Po


About




<http://www.dunhill.com/>




See what Dunhill is doing in Messenger
[Get started](#)



+44 20 7838 8000



Clothing (Brand) · Shopping & Retail · Fashion Designer




Dunhill

is in Mayfair.

Dec 31, 2022 ·

ARCHIVE DECO CAPSULE
INSPIRED BY HERITAGE

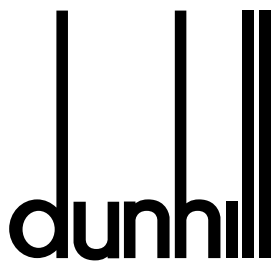
... See more



FACEBOOK

Through Facebook Dunhill promotes each collection, with individual and a direct link to their goods. On the Facebook the consumer can buy directly for the Facebook shop, where all their goods are located on.

Events and gatherings are published on Facebook, inviting consumers to join them and explore their new collections and lines.



SOCIAL MEDIA




TWITTER

Used to showcase high-profile celebrities that are wearing Dunhill. Mostly as reposts from paparazzi taken on carpet walks.

This page is also used to update consumers on status of collections and collaborations with other brands. Their twitter directs consumers into their other media sources, funneling them into Youtube for more media and to their online store to purchase goods.




SOCIAL MEDIA




dunhill
Retail Luxury Goods and Jewelry · London · 28,375 followers

[+ Follow](#)[Jobs](#)

 375 employees on LinkedIn

About us

dunhill is design driven, with style, substance and purpose; engineering unique and stylish luxuries for men. Founded in 1893 when Alfred Dunhill took over his father's harness manufacturing business, Alfred developed and invented products for the emerging

[See more](#) 

Specialities
Luxury goods · Ready-to-wear menswear · Bespoke & Custom menswear · Leathergoods · Men's Accessories · Craftsmanship · Retail ·


Headquarters
London

Company size
1001-5000


Website
<http://www.dunhill.com>

Industry
Retail Luxury Goods and Jewelry


Jobs at dunhill



Sales Associate · Promoted
dunhill
New York, New York, United States · 1w



Part-Time Sales Associate
dunhill
Hong Kong, Hong Kong SAR · 2w



Outerwear & Leather Outerwear Designer
dunhill
London, England, United Kingdom · 1w

[See more](#)

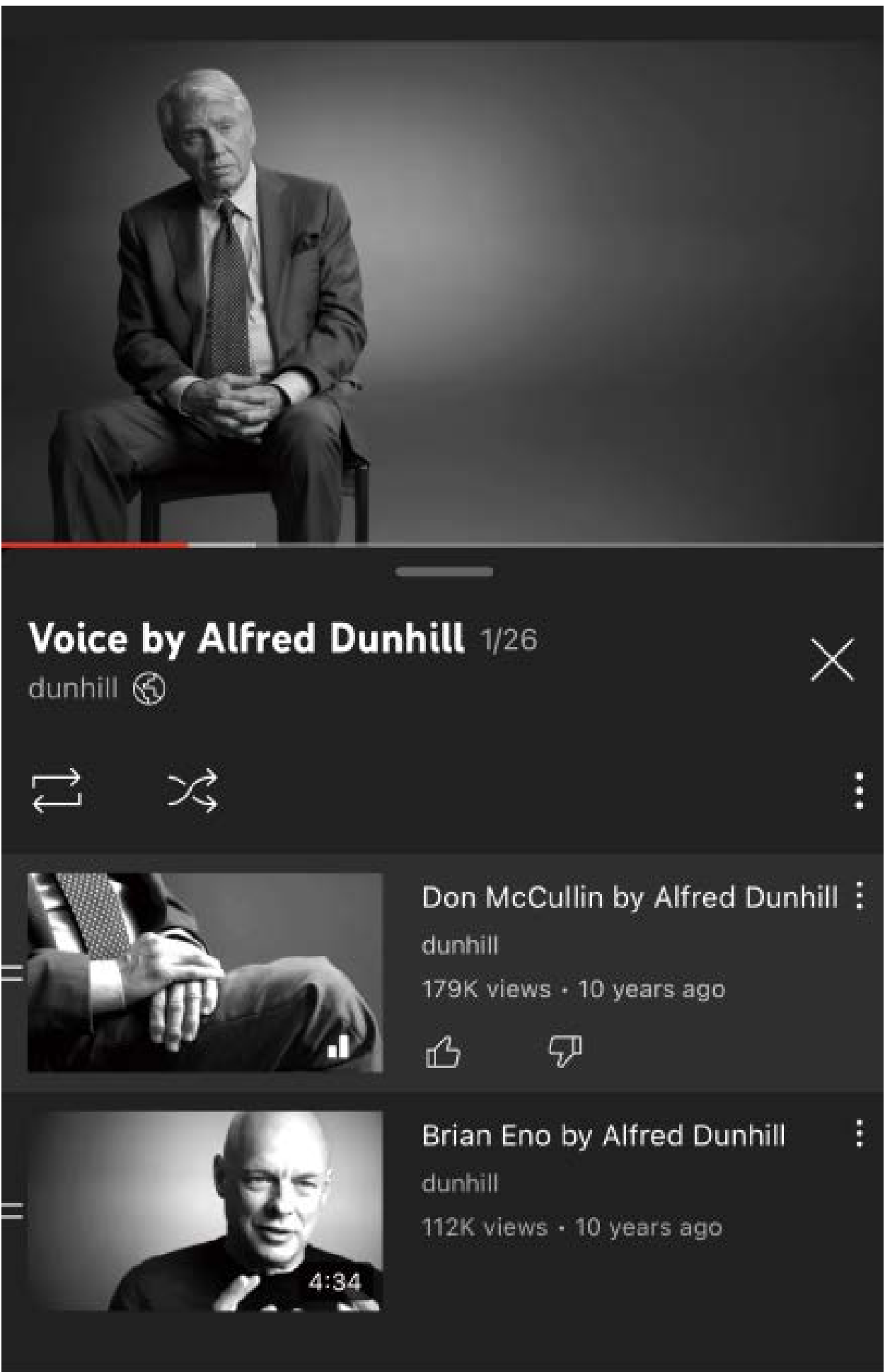
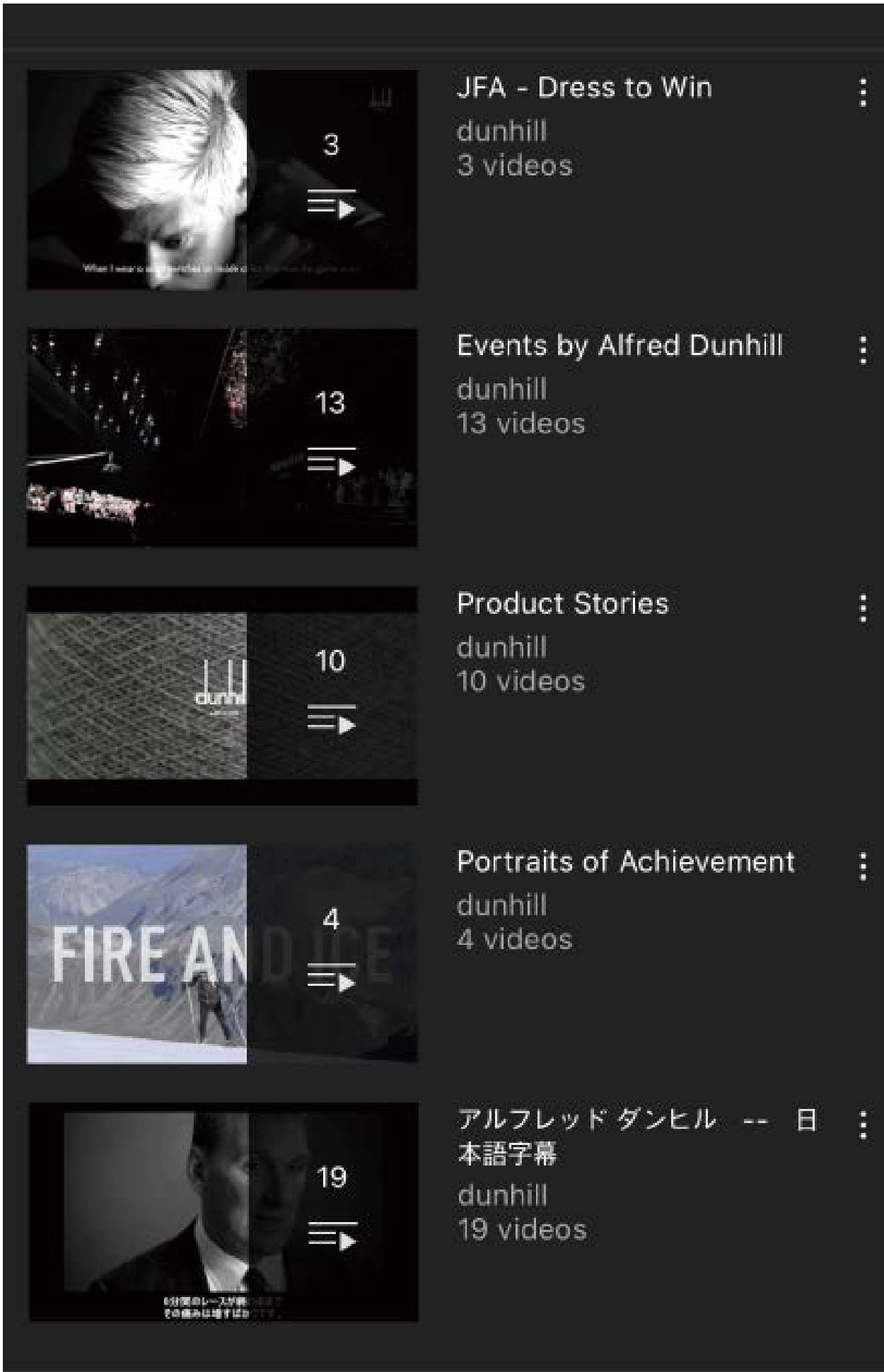
LINKEDIN

Through the LinkedIn, Dunhill reveals a preview of what it is like work for them. Providing a set of core values and beliefs that they work along to.

Displaying their roles at their company and availability on each position. Dunhill uses LinkedIn to attract potential new employees.



SOCIAL MEDIA

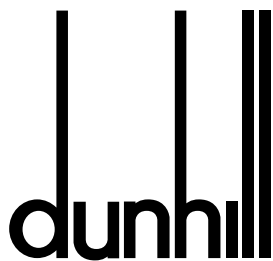


YOUTUBE

Within the Dunhill Youtube channel, it showcases personal videos promoting Dunhill achievements, craftsmanship, and high class celebrities that fit into the Dunhill values and beliefs.

Videos of the intimate manufacturing process of carefully crafting each piece is displayed. Conveying their care and detail for craftsmanship, making sure that every detail is considered.

Curated stories by celebrities and creators showcase tales and lessons that help build the meaning on Dunhill’s values.



SOCIAL MEDIA

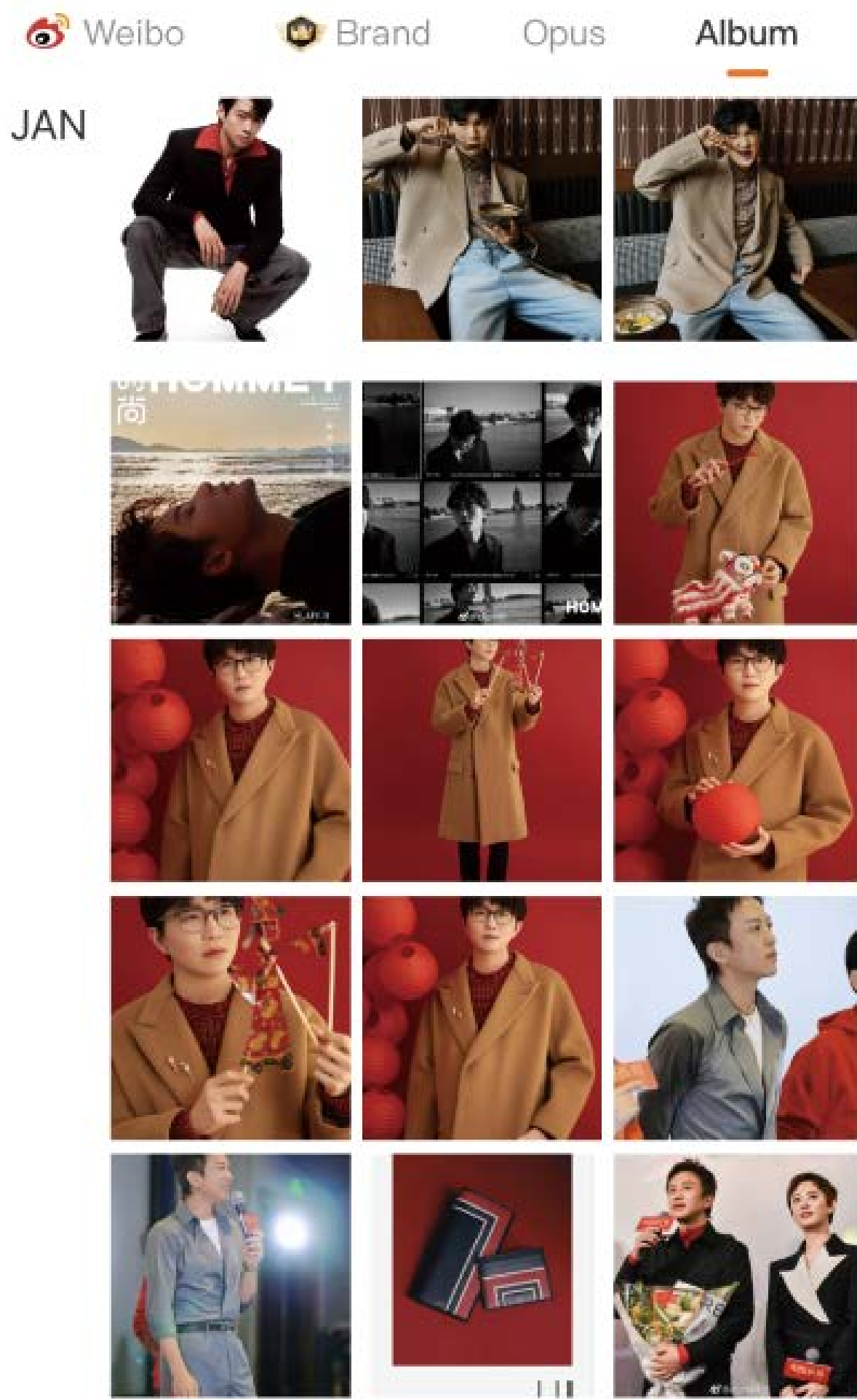


WECHAT

Used to showcase their goods and collections, the Dunhill wechat is to promote their new collections. Much like their facebook page, The Dunhill wechat has a market place and a link to direct users to their online store. Wechat also features articles about their products that are not on their other social medias.



SOCIAL MEDIA



WEIBO

Through Weibo Dunhill uses their page to not only promote their new collections, but promote their chinese influencers. Their chinese influencers showcase the brand's identity, Doing seperate photoshoots with them for chinese new years.





CHINESE DEMOGRAPHIC

Through analysis we can see that Dunhill is targeting a different demographic. Using famous influencers and celebrities, this demographic differs from the English market. Where the English market targets and represents old money, the Chinese market targets a younger audience.

LOCATIONS



LOCATIONS



GINZA FLAGSHIP

Dunhill's flagship japan store, the ginza store features everything from bespoke to bar. The first and second floor are home to the bar, which features a Japanese contemporary fusion food with a British twist. Similar to the bourden house, the ginza store also has a barbershop located inside.

LOCATIONS



HUDSON YARDS

Opened in 2019, the Dunhill Hudson yards hosts it's new collections within the store. The store features all Dunhill's basic goods, from shoes to lighters. The iconic grey marble store front takes inspiration from the 1950s Rodeo Drive store.

LOCATIONS



BOURDON HOUSE

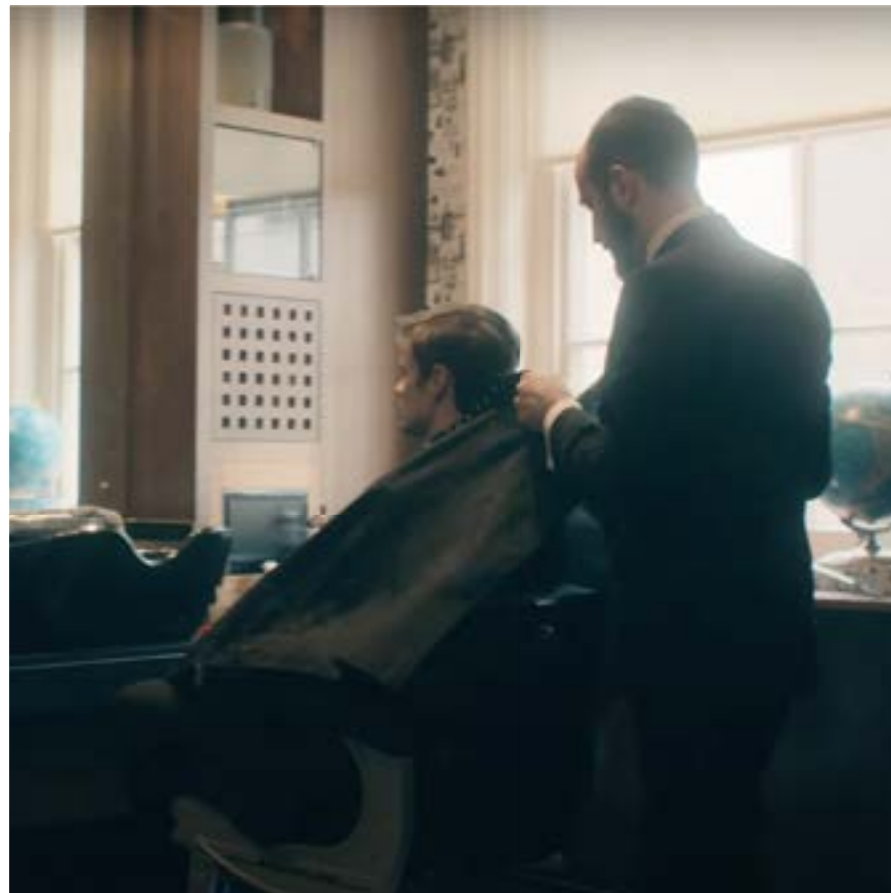
Opened in 2007, the Dunhill bourdon house was formly the duke of westminster's home. It was then converted into Dunhill's flagship store.

LOCATIONS



BOURDON HOUSE

The house features a variety of spaces from in bespoke suiting to a barbershop. Featuring all of Dunhill products from their ground floor showcasing their ready to wear goods to their basement displaying their cigars. This house is the true one-stop shop for the modern gentlemen with feature from a spa to cigars.



COLLABORATIONS



COLLABORATIONS



DUNHILL RUNWAY MUSIC AW2020

Composer Moses Boyd and poet James Massiah making final studio preparations before the dunhill Autumn Winter 2020 runway show at the Grand Palais, Paris. The two artists collaborated with dunhill on an original audio track.

The way that the creative director Mark Weston worked with two artists goes both ways: the fashion pieces influenced the music and the music also gave fresh ideas to the runway show.

COLLABORATIONS



DUNHILL X ELLEN CAREY

Across four decades, Carey has pushed the boundaries of form and process, using a large-format Polaroid 20 X 24 camera – one of only five in the world – to create vivid, abstract works that play with ideas of light exposure and colour composition.

In SS22, Dunhill's creative director Mark Weston joins forces with Ellen Carey. Part of the collaborative collection. This collection was inspired by a lot of Carey's photographs from 2003, depicting the moment light interacts with photographic film.

COLLABORATIONS



DUNHILL X LUPIN III

To celebrate the launch of 'Lupin The Third –THE FIRST' movie on 6th December 2019, dunhill collaborated on an exclusive campaign that features the main characters from the movie. Including Lupin himself wearing dunhill AW19 runway collection pieces.

The collection released outfits from the main character's point of view. Lupin, the hero of the new movie, enjoys driving classic cars. Because of this, he is depicted wearing key pieces from the Walnut Dash capsule. A small collection from the Autumn Winter 2019 runway inspired by vintage British car interiors of the 1970s and 1980s that he would no doubt love.

COLLABORATIONS



DUNHILL X JFA

Dunhill has provided official suits for the Japanese national soccer team every year since 2000. Deployed as part of a custom tailoring program, dunhill suits are tailored to fit each individual athlete and enhance their movement and silhouette. Orders for this "match uniform" of the Japanese national soccer team are accepted every year at Dunhill boutiques.

2022 is a "year of competition" for the Japanese national team, where the world soccer tournament will be held. A suit with a slim silhouette and natural shoulders. The jacket and pants are made of dark navy light travel wool that resembles the traditional samurai blue.

MARKETING

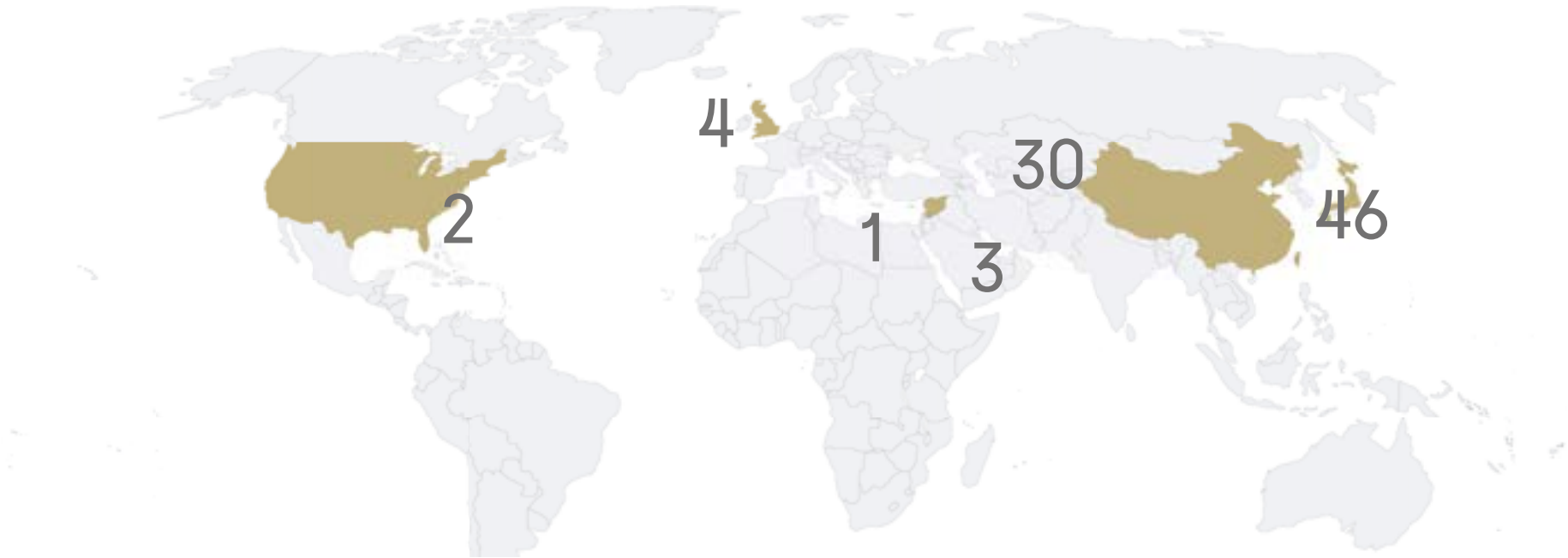




POSITIONING

To begin with, Dunhill position themselves as a brand for men's fashion that emits masculinity, ingenuity, and Englishness.

- Looking at physical location of Dunhill's official stores have only distributed in 7 countries globally, - New York (United States)
- London, Perthshire, Bicester (United Kingdom)
- Gleneagles (Scotland)
- Amman, the capital of (Jordan)
- Ar-Rayyan, Doha (Qatar)
- and then, 18 cities in China
- 12 cities in Japan





GLOBAL SALES

Based on Richemont(which is there parent company)’s annual sales report of 2022, Dunhill’s global retail sales were lower, except for the Asia Pacific region. On the other hand, Dunhill’s online retail sales grew significantly. In fact, it is 8% higher than online sales a year ago.the result of asia region's sale indicate that dunhill is at the right track of targeting their market.

in €m	2021	2020	Change
Sales	1345	1788	-25%
Operating results	(241)	(141)	-71%
Operating margin	-17.9%	- 7.9%	-1000

MARKETING



TARGET MARKET

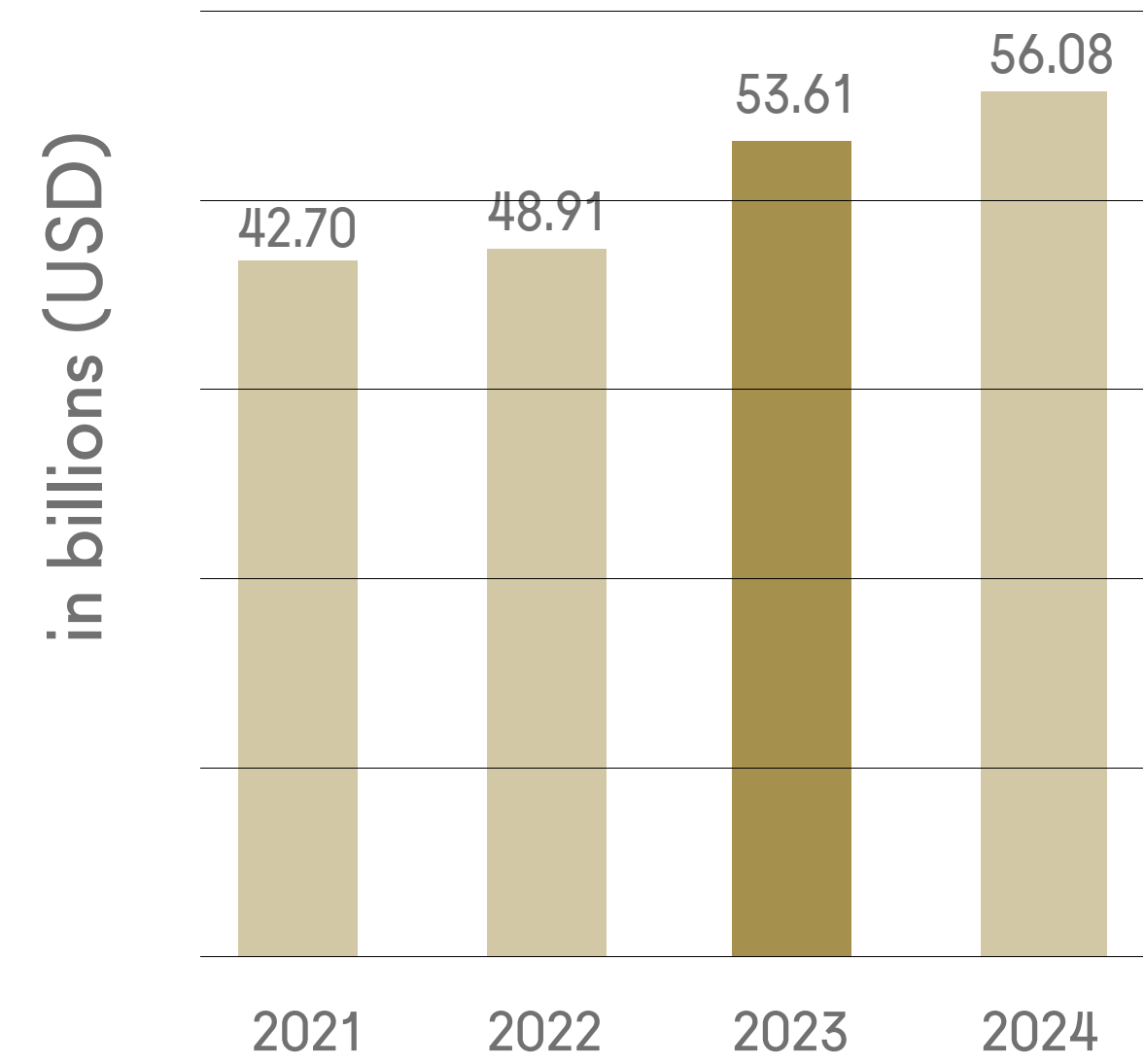
In recent 10 years, dunhill is shifting it's target market and it al start In 2000, Joan Rolls, who decided to refocus the brand to attract a younger audience and build more retail stores in Asia.

Now, Asia has become the region with the most Dunhill retail stores. With a total of 80 stores spread in 4 countries. Meanwhile,China and japan is the main target market for dunhill next.

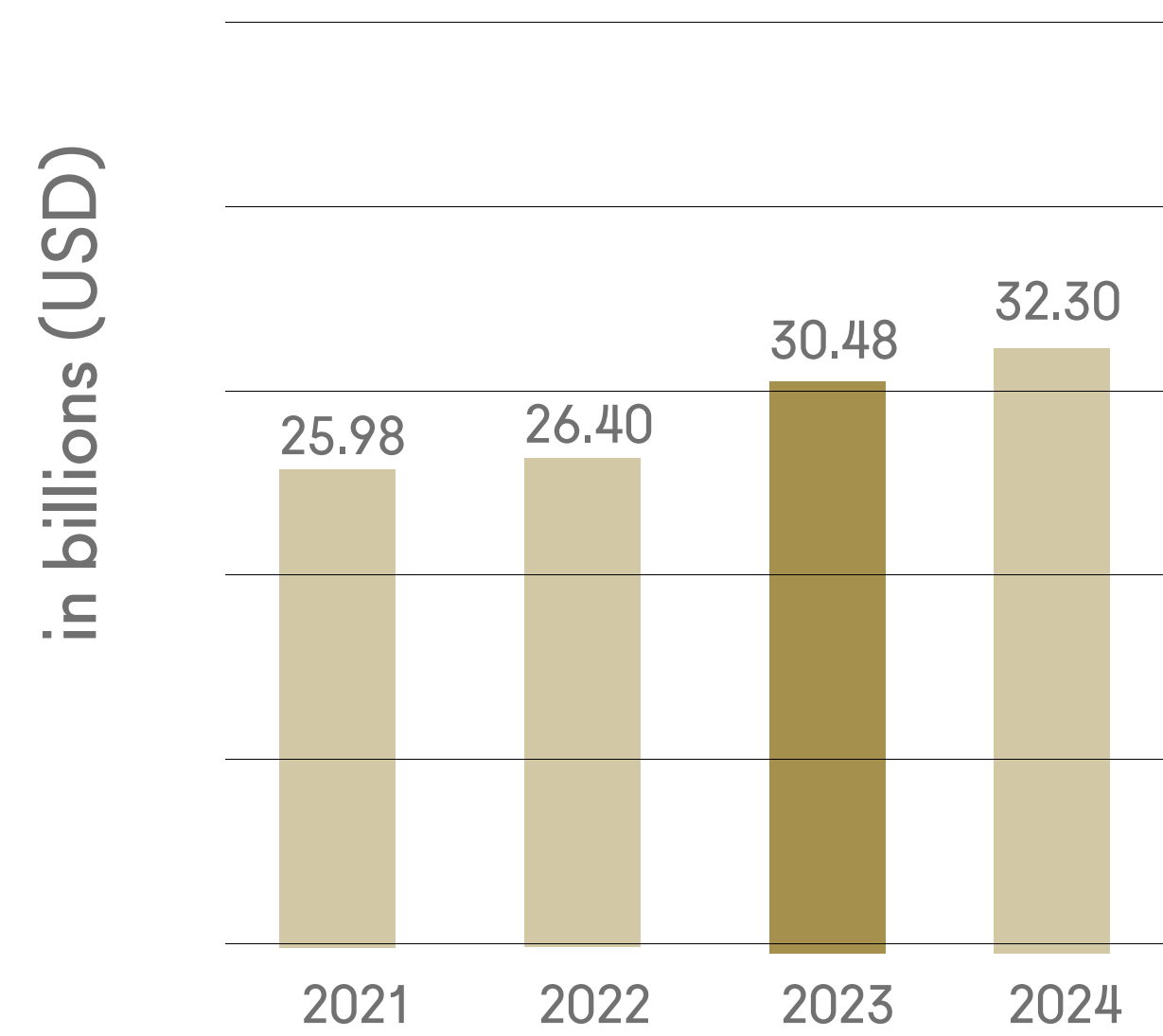


MARKETING

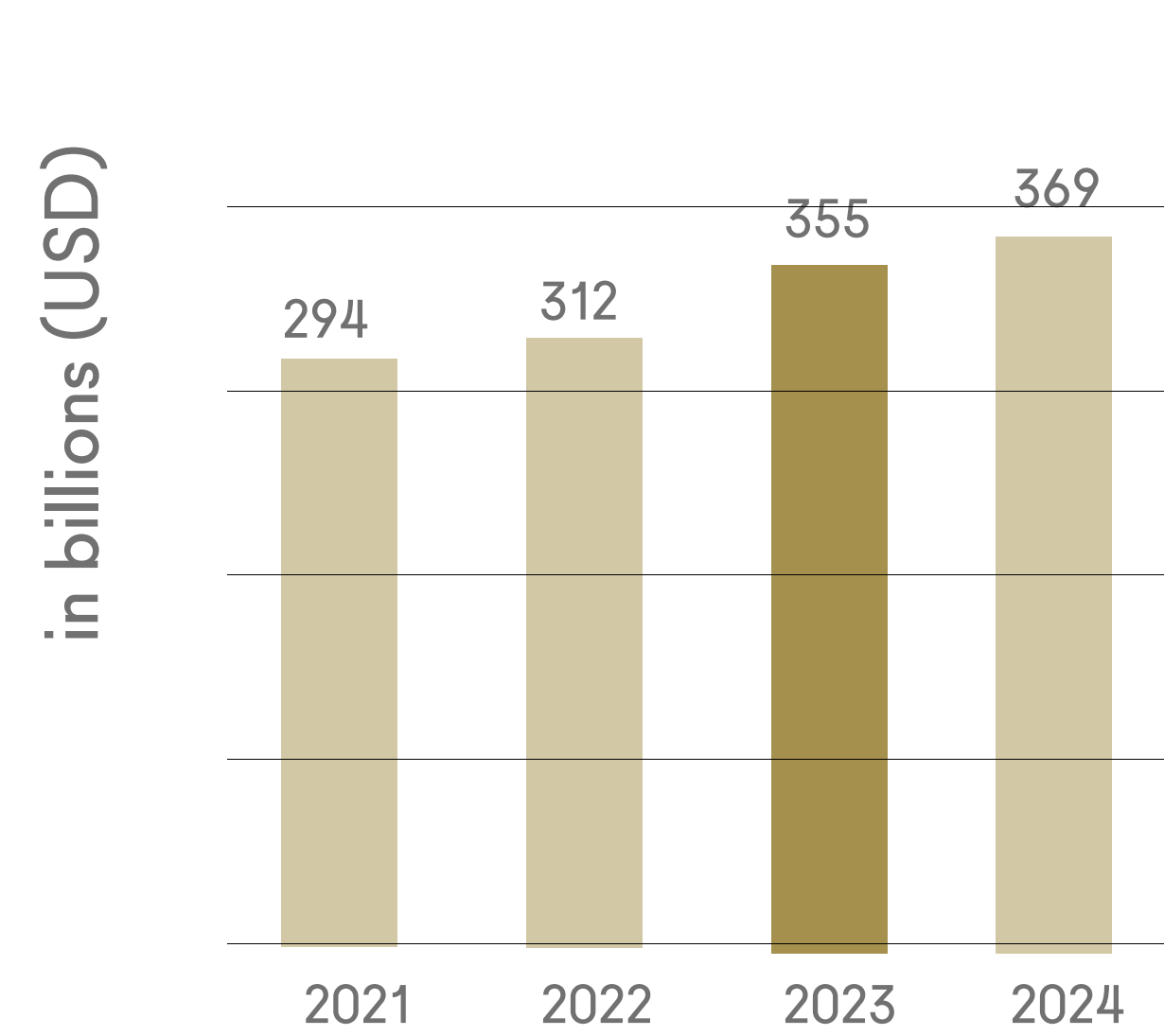
Revenue of China’s luxury goods market
(2023)



Revenue of Japan’s luxury goods market
(2023)



Revenue of global luxury goods market
(2023)



MARKETING



MARKETING STRATEGY

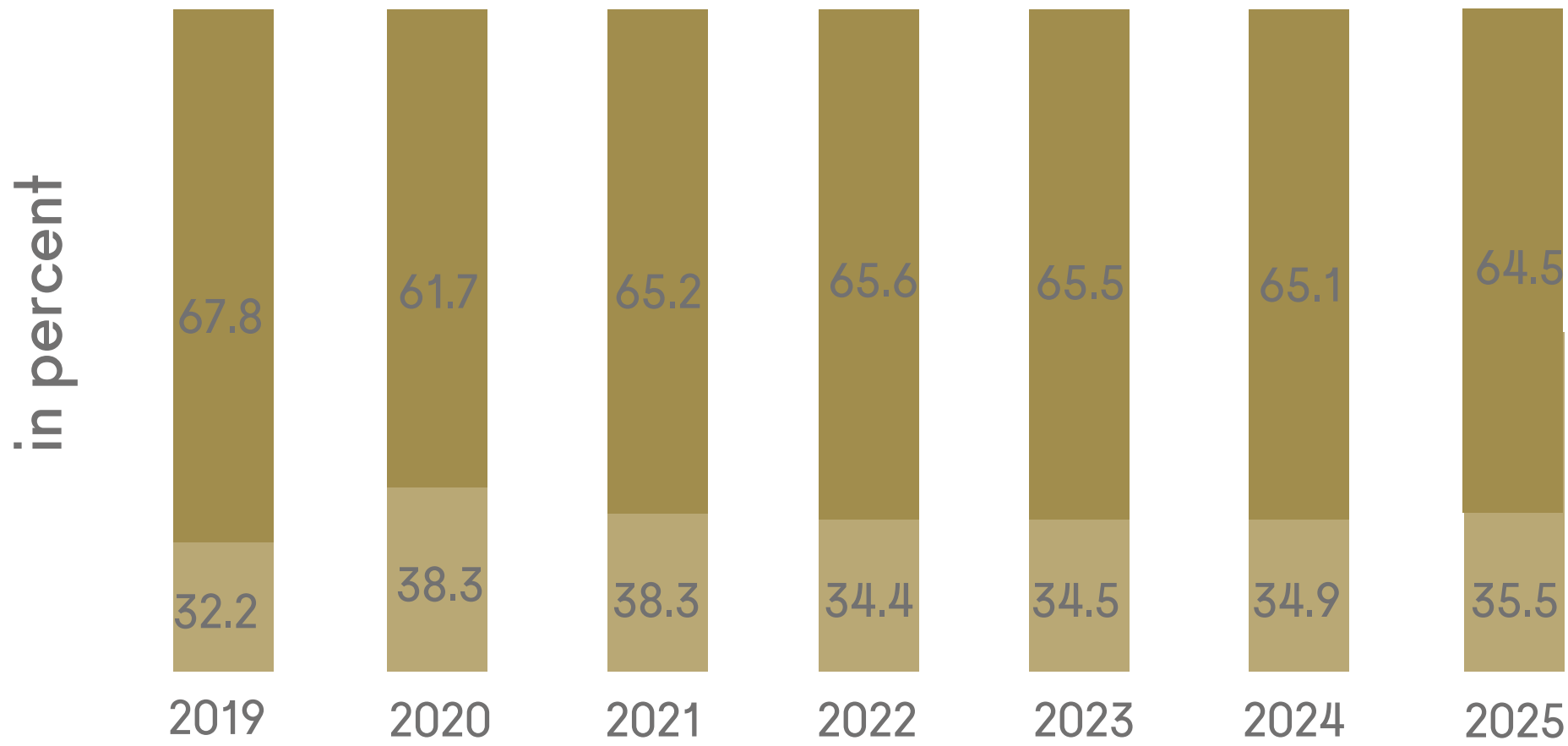
One of the main strategy is doing right is to focused on exposure themselves on different digital media. They cooperated with celebrities and created a lot of street snaps and vlogs to attracted celebrities' fans and Dunhill's followers.

Another strategy they done recent is to enhance it's online sales through opening more online shop in different online shopping media. In 2022, Dunhill opened its online store on Tmall, an online shopping site that is very popular among the younger generation of China.

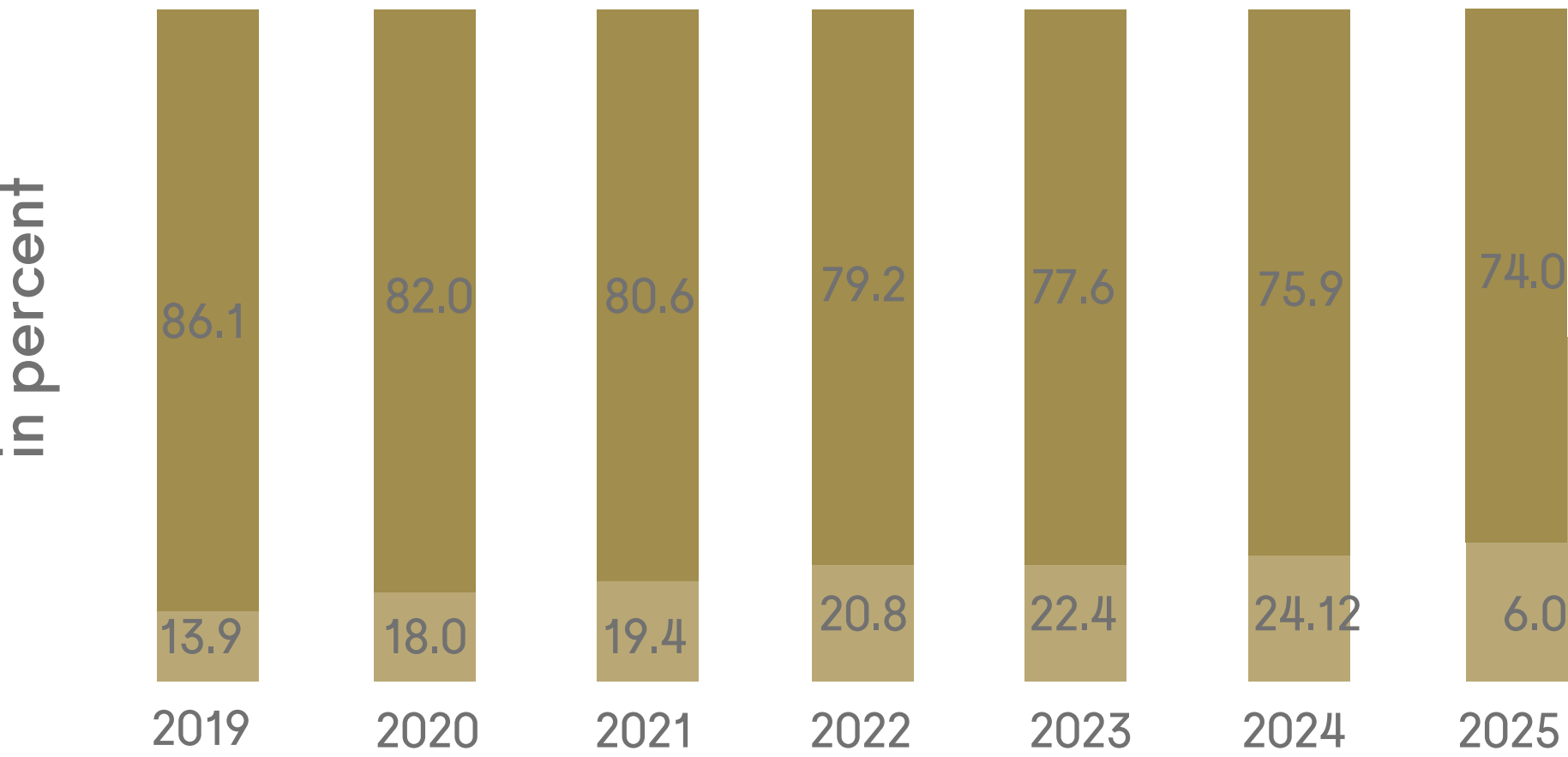
In short, Dunhill mainly focuses on enhancing its online selling and online exposure to the Chinese market.

MARKETING

The percentage of Chinese luxury goods market
online revenue share.(2023)



The percentage of Worldwide luxury goods market
online revenue share.(2023)



TARGET AUDIENCES & INFLUENCERS



CONSUMER ANALYSIS



TARGET CONSUMERS

Dunhill is always targeting mature gentlemen in need of formal dresses with decency in the past. The customer is likely to be successful men between 35 and 55



In recent seasons, THEY decided to target younger men and more collections of architectural suiting, fastidious fabrication, and splendid leather goods inspired by the company's long automotive heritage.


CONSUMER ANALYSIS



INFLUENCER

On 2021 December 1, Yang Yang, a well-known Chinese actor, was selected as the global brand spokesperson. It is reported that this is the first Asian brand spokesperson of the Dunhill brand in 127 years. The purpose is to expose the brand in chinese market and if look at the top, it is pretty successful

 Discussion 



550 million
ViewsC

3.105 million
omment

6769
原创人数





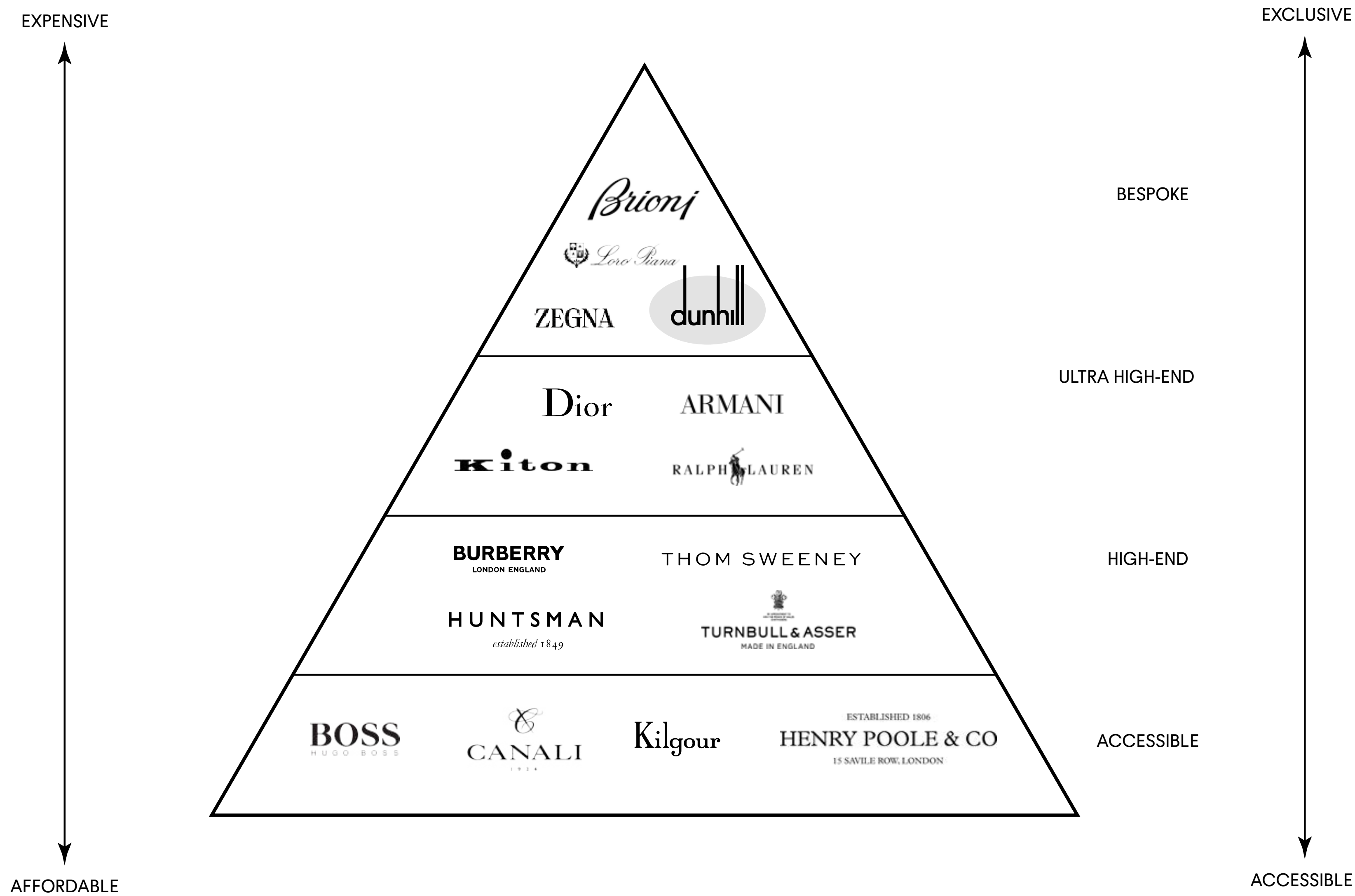
EXPANDING AUDIENCE

The announcement of YangYang becoming the new spokesperson has already attracted over 56,000 new followers for the brand’s official Weibo account. YangYang’s joint massively expanded the brands’ exposure to Chinese netizens and improved the online sales of Dunhill.

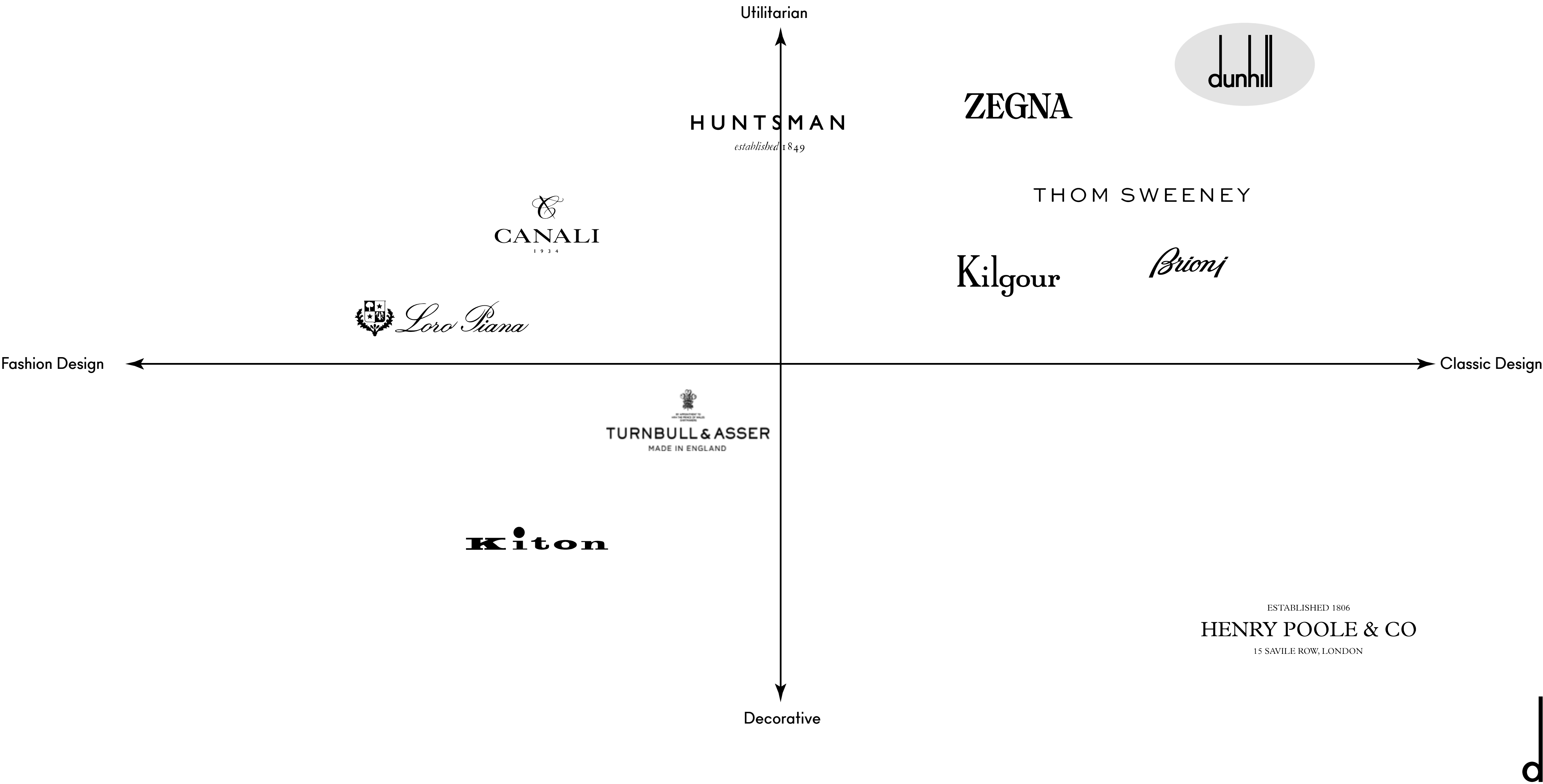
Ranking by Views	Brand	Brand Hashtag	Views	Engagement (Like/Comments)	Engagement rate
1	Prada	Prada2020春夏男装时装秀 Prada 2020 SS Fashion Show Man	430,000,000	4,262,000	1%
2	Louis Vuitton	路易威登男装秀 LV Fashion show Man	180,000,000	3,524,000	1.95%
3	Dunhill	Dunhill巴黎男装周 Dunhill PFWM	114,226,000	2,175,000	1.9%
4	Zegna	ZegnaSS20	100,000,000	156,000	0.15%
5	Fendi	FENDI2020春夏男装秀 FENDI 2020 SS Fashion Show Man	75,378,000	490,000	0.6%

COMPETITOR ANALYSIS

BRAND POSITIONING



BRAND POSITIONING



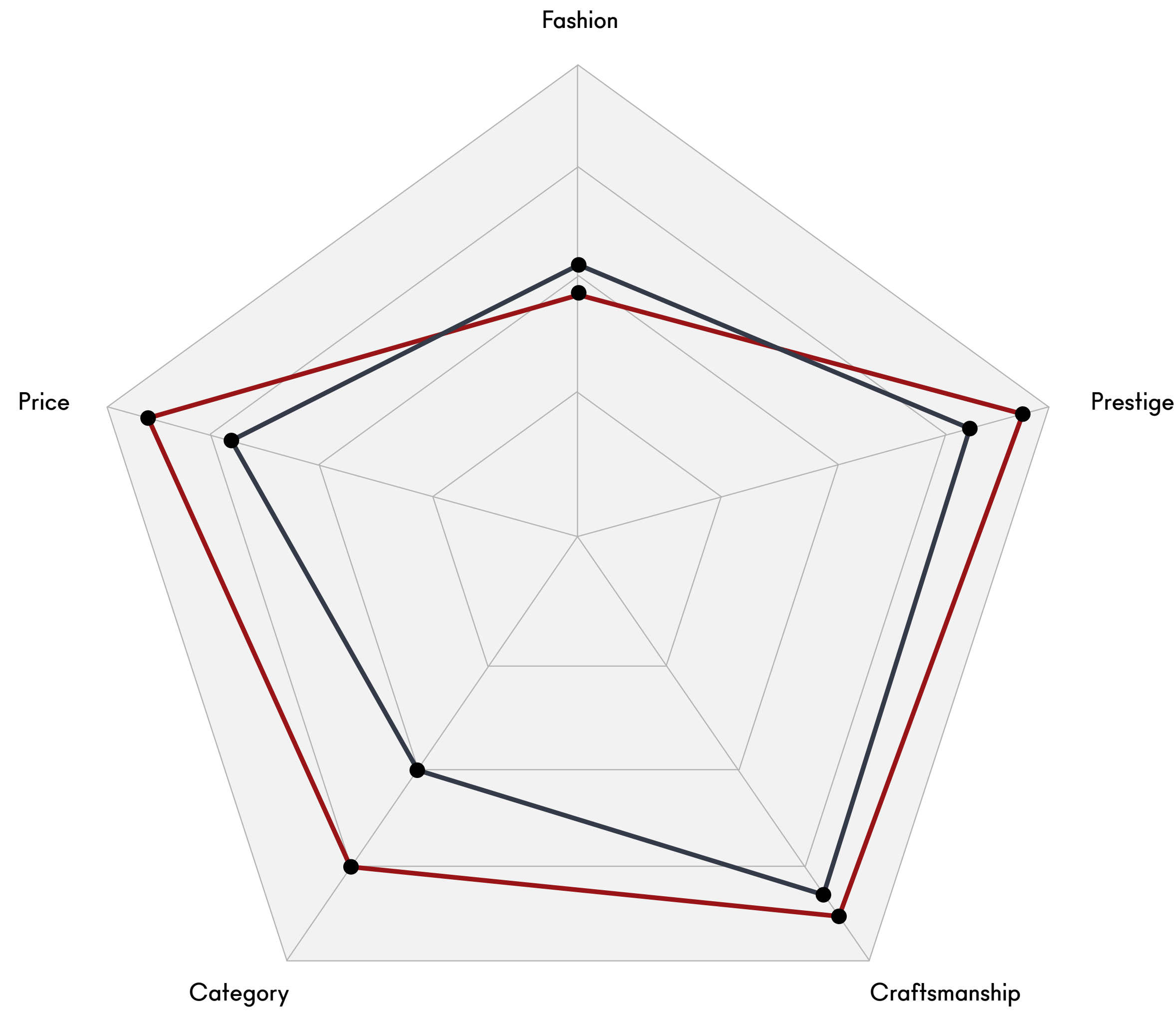
BRIONI



Brioni

An Italian menswear luxury house based in Rome and specialised in sartorial ready-to-wear, leather goods, shoes, eyewear and fragrance, and provides a tailor-made service (Bespoke). In 1952, the brand organised the first menswear runway show in the modern history of fashion. Brioni was acquired by the luxury group Kering in 2011.

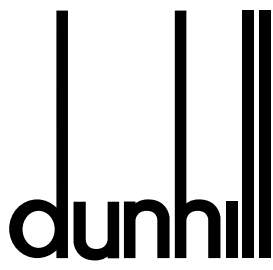
COMPARISON: DUNHILL & BRIONI



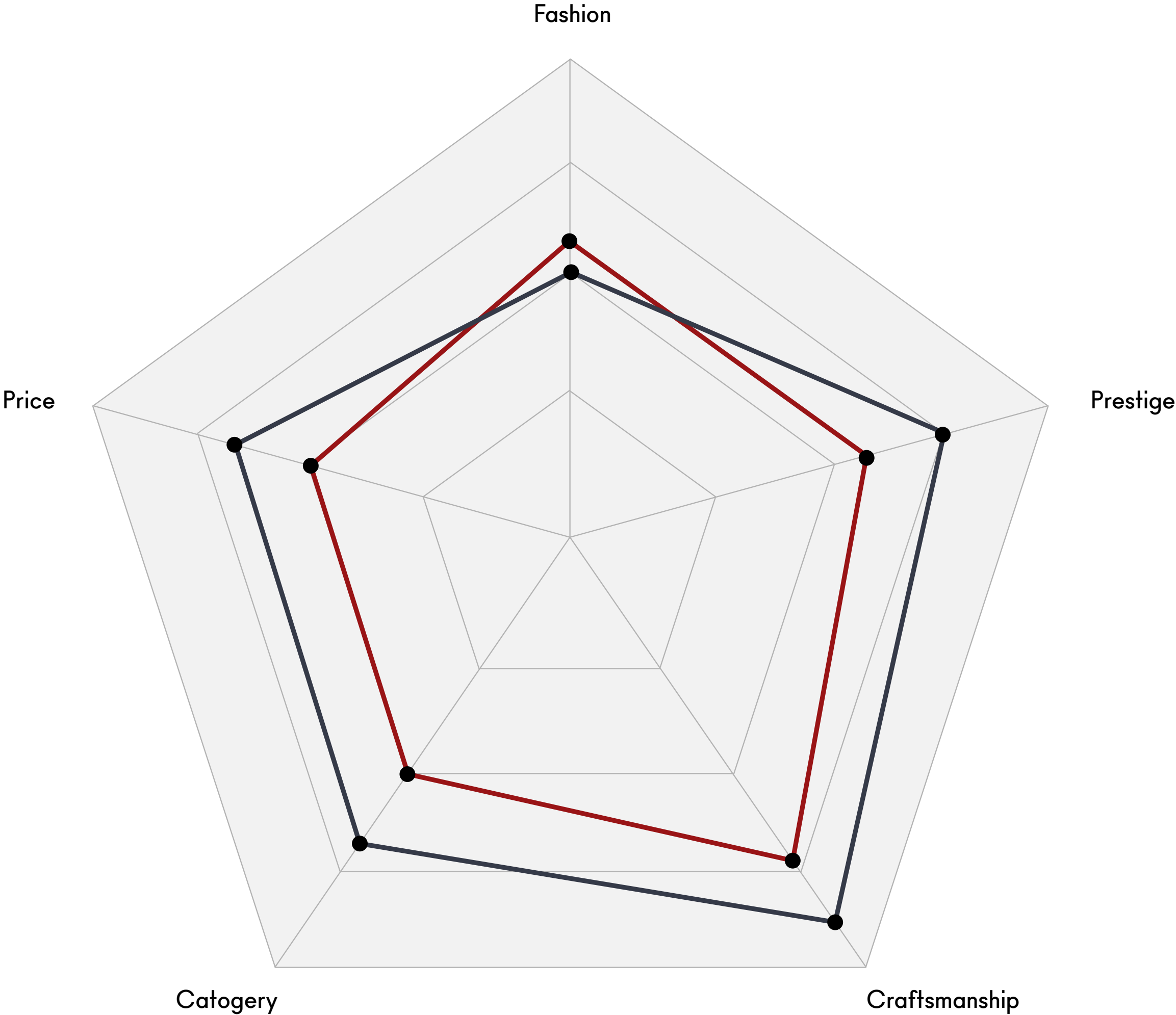
CANALI



Canali is an Italian luxury menswear brand founded by Canali family in 1934. In the 1970s, Canali was the first Italian tailor to introduce mechanised cutting machines. In 2007, the company abandoned its family-managed policy. Following the outbreak of the coronavirus, Canali changed its creative strategy for more "homey", casual designs to fit the stay-at-home trend.



COMPARISON: DUNHILL & CANALI



THOM SWEENEY

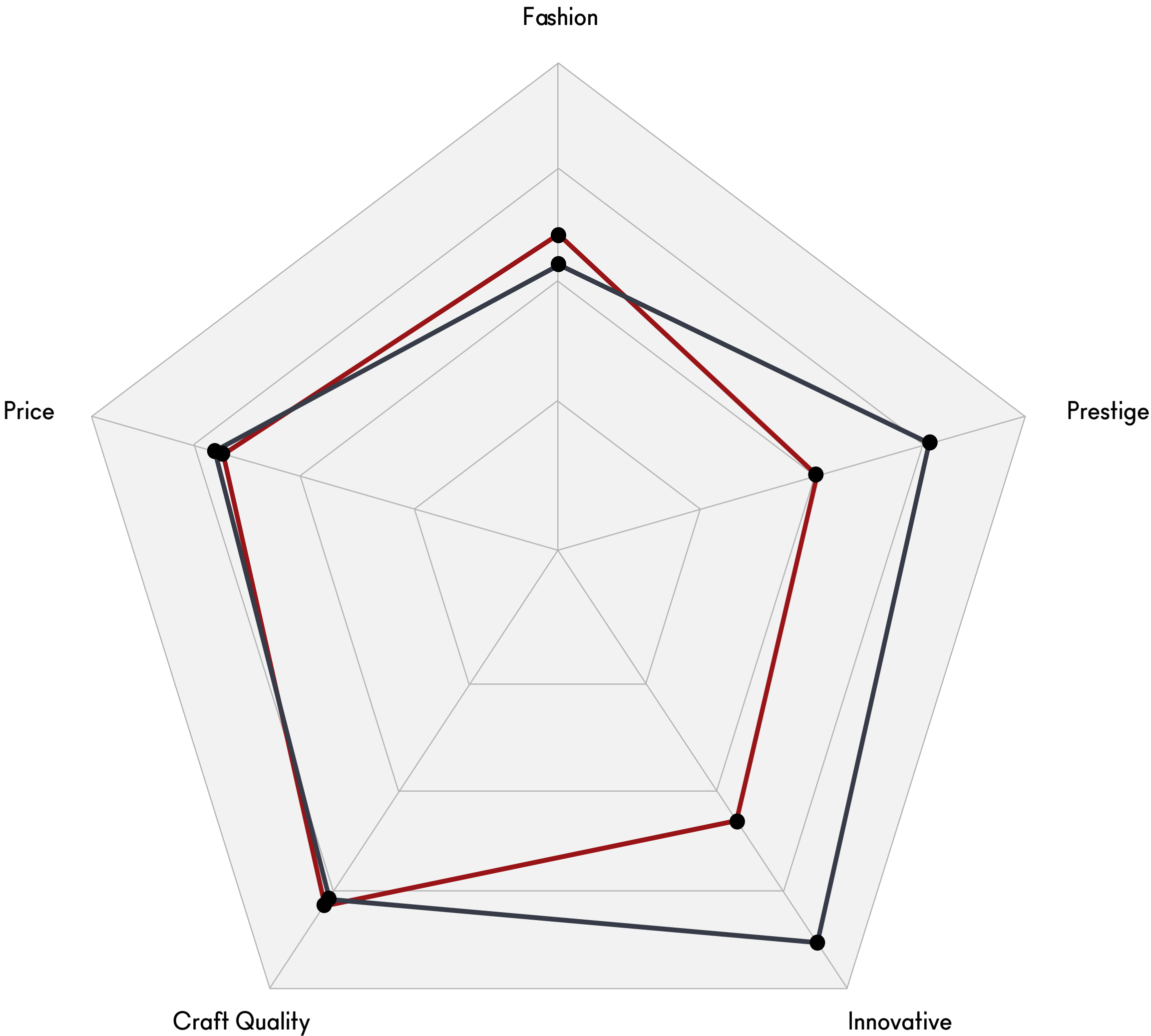


THOM SWEENEY

The Sweeney is a modern British custom luxury clothing brand with branches in London and New York. They make customized suits and casual clothes, combining low-key and modern design with excellent craftsmanship. This brand was founded by the tailors Thomas Whitett and Luke Sweeney trained in Savile Row.



COMPARISON: DUNHILL & THOM SWEENEY



Dunhill



THOM SWEENEY



SWOT



STRENGTH

- 1. Use classic design language to create simple clothing with functional and elegant coexistence for modern men
- 2. Have the technical ability to produce exquisite fine products such as lighters and watches
- 3. Sponsor of Golf Championship
- 4. The brand has a long history and has involved in different fields with many corresponding products released
- 5. A representative brand of modern gentleman lifestyle

WEAKNESS

- 1. Dunhill’s online retail business in overseas markets is still developing
- 2. The product design style is conservative and the product category is not diversified enough

OPPORTUNITIES

- 1. The diversification of Dunhill products is conducive to expanding the Asian market such as China and Japan
- 2. Dunhill can launch relevant championship products according to its status as a well-known sponsor
- 3. Use high technical standard to launch more functional products with Dunhill’s unique design language

THREATS

- 1. Other luxury brands provide relevant products with similar quality and design language.The market will be occupied by other luxury brands
- 2. The Asian luxury market is very competitive



FUTURE PLANS

FUTURE PREDICTION



NEW LUXURY ACCESSORIES



FASHION TECHNOLOGY



BEYOND HERITAGE

FUTURE PREDICTION



LUXURY RESALE



EXTREME DESTINATIONS



TRAVEL

FUTURE PREDICTION



NEW LUXURY ACCESSORIES

- In 2022, Dunhill consolidated its ready-to-wear offer, especially in outerwear with the launch of Compendium, an innovative multi-functional coat. In the future, Dunhill will reinterpret timeless British style, with priority in ready-to-wear category.
- The concept of ready-to-wear is not only for clothing, but also for other categories like wearable tech. Globally, one in five internet users owns a smartwatch or smart wristband – a 46% jump since 2014, with APAC and North American internet users leading the way in ownership (22% and 20% respectively). Smartwatch and fitness tracker shipments are set to increase 11% annually to 2024.
- Strong performance is set to continue; sales of luxury goods are expected to grow as much as 25% in 2022 compared to 2019. Younger generations will be key to growth, with Millennials representing 40% of the global personal luxury goods market by 2025.

FUTURE PREDICTION



FASHION TECHNOLOGY

- Dunhill was founded on the appreciation of craftsmanship and innovation.
- Around 71% of Dunhill's bovine skins come from LWG-certified tanneries. They hope to increase that figure to 80% by 2024.
- Novel materials and alternative materials are on the rise. In the current fast fashion model, synthetic and non-biodegradable fibres are used in approximately 72% of garments. Some possible materials are from lab-grown leather to fibres made from seaweed that can be knitted together.

FUTURE PREDICTION



BEYOND HERITAGE

- Dunhill accelerated its online sales with the grand opening of its flagship on Alibaba's Tmall Luxury Pavilion in April 2021.
- According to DataReportal's Digital Global Overview Report for 2022, the typical working-age internet user now spends six hours and 37 minutes using connected devices and services each day (that adds up to roughly 100 days a year), and as we increase time spent in borderless cyberspace, geographies will matter less.
- To adapt, Dunhill will look beyond established fashion and cultural capitals to discover emerging talent via local arts networks and micro communities, whether they be based in physical locations or digital worlds.

FUTURE PREDICTION



LUXURY RESALE

- The very essence: timelessness, enduring desirability, and durability of luxury goods like Dunhill products makes them particularly well-suited for the resale market.
- In 2022, the global luxury watch market has a gross value of \$83 billion, with \$55 billion are second hand sales.
- In the future, Gen Z will be the mainstream of luxury consumers, who will have a new point of view on pre-owned goods. Currently, 45% of true-luxury consumers participated in the second-hand luxury market, and more than one-fourth (26%) have bought pre-owned goods.

FUTURE PREDICTION



EXTREME DESTINATIONS

- Extreme adventure is the new luxury, and it's key to the post-pandemic travel industry's recovery, according to the World Bank.
- The market size of global adventure tourism was estimated at approximately 288 billion U.S. dollars in 2021. According to Next Move Strategy Consulting, this figure was forecast to grow steadily during the following years, peaking at roughly 2,824 billion U.S. dollars by 2030.

FUTURE PREDICTION



TRAVEL

- In 2020, global internal luxury tourism revenues are estimated to have amounted to 511 billion U.S. dollars, 18 percent of global internal tourism revenues. This reflects a slight decline in market share in relation to regular tourism as Europe, one of the largest luxury markets, faces strict travel restrictions. However, both should increase in close proportion, regaining their pre pandemic revenue levels by 2023.
- During the pandemic, some of Dunhill's main market was not impacted too much. As China's domestic tourism recovered quickly in 2020, the pandemic barely impacted its domestic luxury tourism. Once the COVID 19 disruptions dissipate, international tourism will represent a larger share in luxury tourism than in overall tourism.
- Items that can enable multiple outfitting will be key. In Dunhill's 2022 collections we can observe some ready-to-wear items have modular designs and it will be beneficial for the recovered luxury travel market.