



WHAT

Catalogue for Bianchi, tailored-men's wear collection.

HOW

We researched materials and hand binding technique that exuded the sophistication and quality behind the brand. This tactile elegance was then paired against a photographic campaign shot by Alessandro Esteri.

WHY

We wanted to give an emotional quality to this campaign and felt it important to extend that feeling by using materials that felt seductive and interesting in the hand.

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