



Brooks Brothers

N1 2024 COLLECTION

BROOKS BROTHERS B N1 2024 INSPIRATION

ICONIC OCBD

THE ORIGINAL CLOTH BUTTON DOWN SHIRT LAUNCHED IN 1900. THE MODERN SILHOUETTES IN CLASSIC ACETATE CONSTRUCTION FEATURE A SOPHISTICATED METAL DETAIL ON THE TEMPLE TIP INSPIRED BY BROOKS BROTHERS' OCBD COLLAR.



- BB2064U
- BB2065U
- BB5052U
- BB5053U

MIXED MATERIAL

FEATURING A REFINED NOSE BRIDGE DESIGN, FINISHED WITH OUR ICONIC SCRIPT LOGO AND TEMPLE TIPS SHAPE OF THE ICONIC REPP TIE.



- BB1114J
- BB1115J
- BB4067J
- BB4068J

TITANIUM REFRESH

THESE CLASSIC FRONTS FEATURE ACETATE TEMPLES ON A SEMI RIM AND FULL RIM MODEL, FINISHED WITH OUR ICONIC SCRIPT LOGO AND GOLDEN FLEECE LOGO ON THE TEMPLE TIPS.



- BB1112T
- BB1113T

TIMELESS HERITAGE – MIXED MATERIALS



0BB1114J



0BB1115J adv



0BB4067J



0BB4068J adv

LIFESTYLE HERITAGE – ICONIC OCB



0BB2064U uf



0BB2065U uf



0BB5052U P uf



0BB5053U uf

TIMELESS HERITAGE – TITANIUM REFRESH



0BB1112T



0BB1113T

GTM WK 10

10
total models

4
sun

6
optical

0/
woman

10
man

0/
unisex

- P polar
- fs seen at fashion shows
- adv seen in adv. campaigns
- S sustainable
- uf universal fitting
- AF Asian friendly
- af Asian fitting
- Ad Asian design

MIXED MATERIALS TIMELESS HERITAGE



This carry over Mixed Material concept features sophisticated shapes with a modernized construction. Reverse Windsor wrapping and acetates are applied to the metal profiles to create an elevated feel. Temple tips for this model is in the shape of the iconic repp tie.



OBB1114J
€125/\$185
55



OBB1115J adv
€125/\$185
54/56



OBB4067J
€95/\$103
59



OBB4068J adv
€95/\$103
54

- Acetate temple tips
- Reverse Windsor wrapped fronts
- Iconic script logo



TIMELESS HERITAGE

BB1114J



Col. 1014
Front/Temple: Shiny Silver
Lens: Demo



Col. 1026
Front/Temple: Matte Light Gold
Lens: Demo



Col. 1035
Front/Temple: Matte Gunmetal
Lens: Demo



Col. 1038
Front/Temple: Antique Gold
Lens: Demo

TIMELESS HERITAGE

BB1115J



Col. 1032
Front/Temple: Matte Silver
Lens: Demo



Col. 1026
Front/Temple: Matte Light Gold
Lens: Demo



Col. 1035
Front/Temple: Matte Gunmetal
Lens: Demo



Col. 1038
Front/Temple: Antique Gold
Lens: Demo

TIMELESS HERITAGE

BB4067J



Col. 10146G
Front/Temple: Shiny Silver
Lens: Gunmetal Mirror



Col. 102671
Front/Temple: Matte Light Gold
Lens: Solid Dark Green



Col. 103587
Front/Temple: Matte Gunmetal
Lens: Dark Grey Solid



Col. 103873
Front/Temple: Antique Gold
Lens: Dark Brown

TIMELESS HERITAGE

BB4068J



Col. 10326G

*Front/Temple: Matte Silver
Lens: Gunmetal Mirror*



Col. 102673

*Front/Temple: Matte Light Gold
Lens: Dark Brown*



Col. 103587

*Front/Temple: Matte Gunmetal
Lens: Dark Grey Solid*



Col. 103871

*Front/Temple: Antique Gold
Lens: Solid Dark Green*

ICONIC OCB LIFESTYLE HERITAGE



Modern silhouettes in a classic acetate construction featuring a refined metal detail on the temple tip inspired by Brooks Brothers' Original Cloth Button Down launched in 1900. Metal button details adorns the front and the script logo elevates these styles



OBB2064U
€105/\$155
54/56



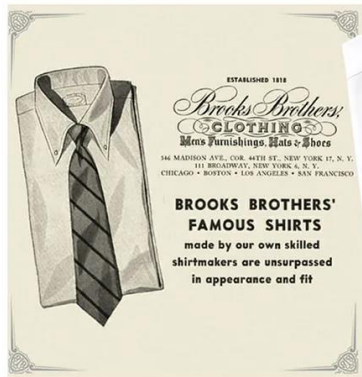
OBB2065U
€105/\$155
54



OBB5052U ^P
€85/\$92
56



OBB5053U
€85/\$92
58



- Universal fitting
- Original Cloth Button Down metal detail on temple tip
- Modern silhouettes



LIFESTYLE HERITAGE

BB2064U



Col. 6064
Front/Temple: Shiny Black
Lens: Demo



Col. 6161
Front/Temple: Dark Tort
Lens: Demo



Col. 6168
Front/Temple: Grey Transparent Block Horn
Lens: Demo



Col. 6169
Front/Temple: Transparent Blue Horn
Lens: Demo

LIFESTYLE HERITAGE

BB2065U



Col. 6161
Front/Temple: Warm Tort
Lens: Demo



Col. 6064
Front/Temple: Shiny Black
Lens: Demo



Col. 6168
Front/Temple: Grey Transparent Black Horn
Lens: Demo



Col. 6169
Front/Temple: Transparent Blue Horn
Lens: Demo



Col. 6170
Front/Temple: Trekking Green Brown Horn
Lens: Demo

LIFESTYLE HERITAGE

BB5052U



Col. 616187
Front/Temple: Shiny Black
Lens: Dark Grey Solid



Col. 606473
Front/Temple: Warm Tort
Lens: Dark Brown



Col. 616887
Front/Temple: Grey Horn
Lens: Dark Grey Solid



Col. 616987
Front/Temple: Transparent Blue Horn
Lens: Blue Grey Solid



Col. 616181
Front/Temple: Shiny Black
Lens: Dark Grey Polar

LIFESTYLE HERITAGE

BB5053U



Col. 606487
Front/Temple: Shiny Black
Lens: Dark Grey Solid



Col. 616171
Front/Temple: Warm Tort
Lens: Solid Green



Col. 616887
Front/Temple: Grey Horn
Lens: Dark Grey Solid



Col. 617073
Front/Temple: Trekking- Green Brown Horn
Lens: Dark Brown Solid

TITANIUM REFRESH

TIMELESS HERITAGE



Timeless silhouettes in our carryover titanium flat metal reverse groove construction featuring acetate temples on a semi rim and full rim model, finished with our iconic Script Logo and golden fleece logo on the temple tips.



OBB1112T
€140/\$207
53/55



OBB1113T
€140/\$207
55/57

- Reverse groove flat metal construction
- Acetate temples
- Lightweight titanium fronts



TIMELESS HERITAGE

BB1112T



Col. 1009
Front/Temple: Matte Black
Lens: Demo



Col. 1026
Front/Temple: Matte Light Gold
Lens: Demo



Col. 1035
Front/Temple: Matte Gunmetal
Lens: Demo



Col. 1042
Front/Temple: Matte Navy
Lens: Demo

TIMELESS HERITAGE

BB1113T



Col. 1009
Front/Temple: Matte Black
Lens: Demo



Col. 1026
Front/Temple: Matte Light Gold
Lens: Demo



Col. 1035
Front/Temple: Matte Gunmetal
Lens: Demo



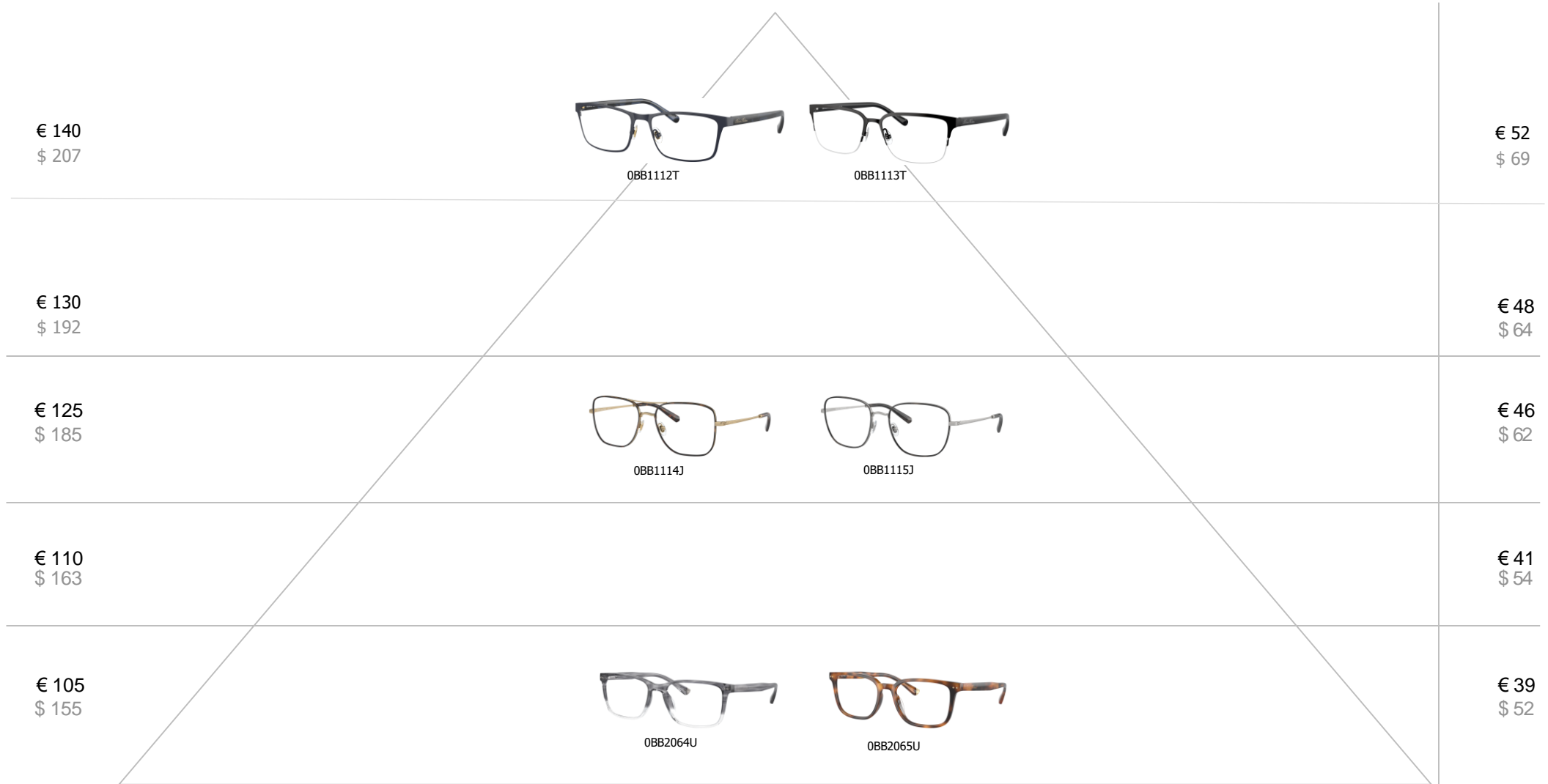
Col. 1041
Front/Temple: Matte Brown
Lens: Demo

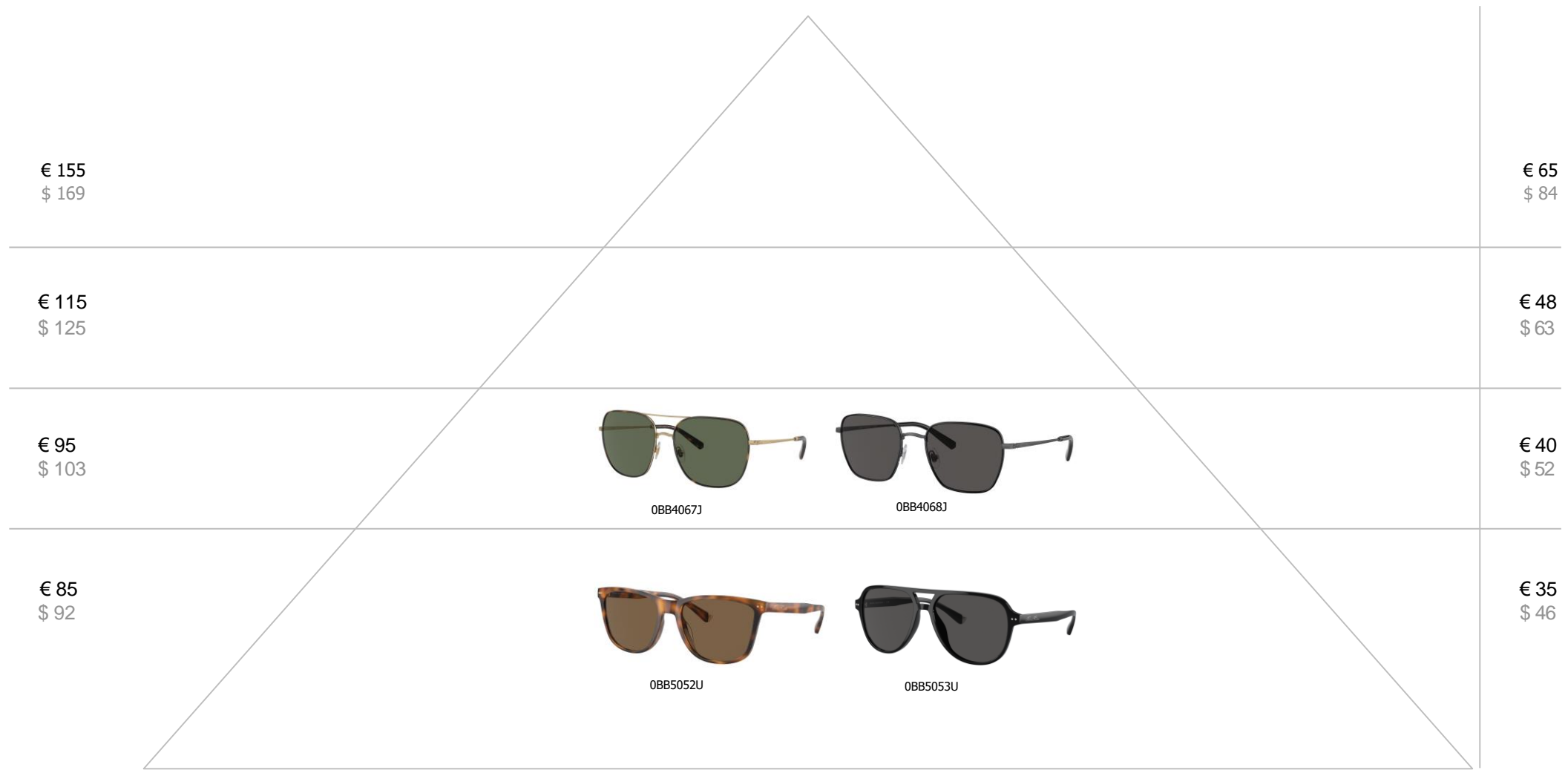


OBB2019
a. 6171



OBB1044
a. 1035







Brooks Brothers
Communication 2024

BROOKS BROTHERS – ADVERTISING CAMPAIGN SS 2024

RECAP AVAILABLE ASSETS TBD

BB 4068J
Col. 103587
MATTE GUNMETAL / DARK GREY SOLID LENS



BB 1115J
Col. 1026
MATTE LIGHT GOLD / DARK TORTOISE



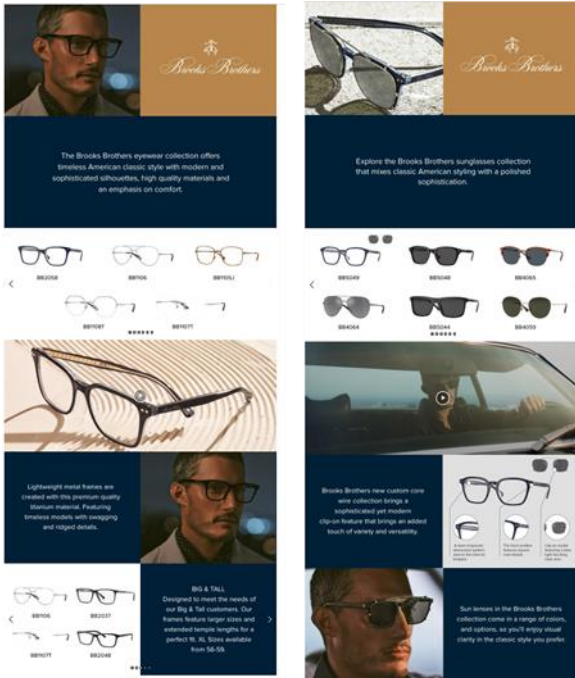
- ON FIGURE
- ON FIGURE VIDEO
- STILL LIFE
- COMPLEMENTARY IMAGERY
- EDM B2B
- EDM B2C
- COPY

YES
YES
YES
NO
YES
YES
YES

YES
YES
YES
NO
YES
YES
YES

BROOKS BROTHERS SS 24 ADV CAMPAIGN DIGITAL COMMUNICATION ASSETS

SELL OUT TOOLS



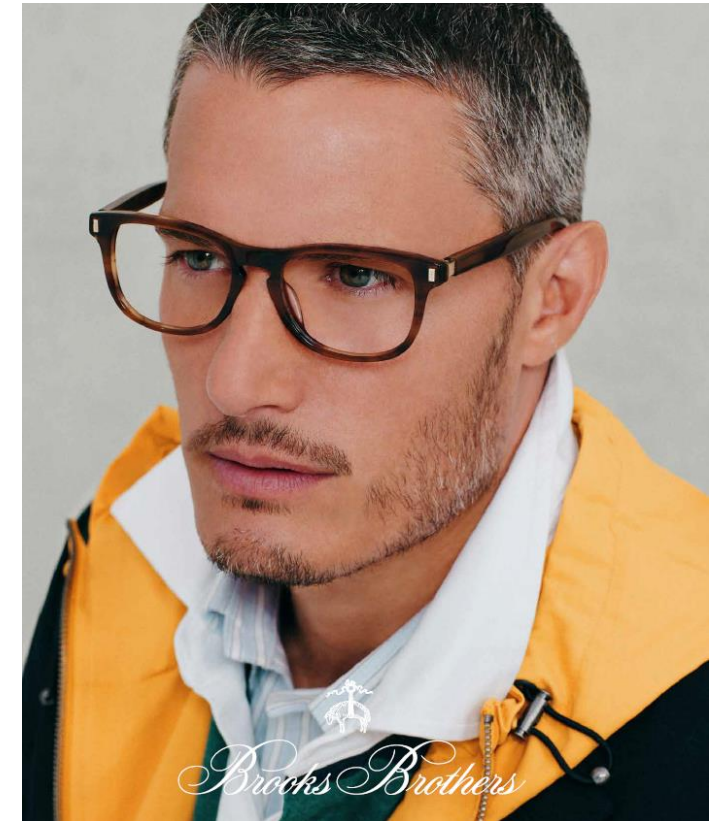
*Amazon Brand Page Example

ABILITY TO COLLABORATE WITH BRAND ON AD HOC:

- EDMs
- DIGITAL NEWSLETTERS

COMMUNICATION ADVERTISING TOOLS

- ON MODEL SHOTS
- PRODUCT STILL LIFE
- VIDEOS
- DIG. BROADCASTING
- DIGITAL GUIDELINES





Brooks Brothers

THANK YOU!