

DAVIDOFF

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DAVIDOFF LAUNCHES A NEW LEATHER ACCESSORIES COLLECTION IN PITTI UOMO, MARKING A NEW ERA IN THE BRAND'S CREATIVE DIRECTION

DAVIDOFF unveils a revitalized leather accessories collection that reflects the brand's contemporary creative shift while honoring the spirit of its founder, Zino Davidoff. Designed for the modern gentleman, the collection embraces the mindset of a man who explores the world with curiosity, discovers beauty in overlooked moments, and celebrates the details that transform the everyday into the extraordinary.



FW 2025 CAMPAIGN

The launch of this new collection is the final piece completing an in-depth transformation carried out over the past year. *"It reflects the evolution of a brand where rich heritage meets a refreshed visual identity"*, says Myriam Djela, DAVIDOFF Head of Marketing.

Rooted in the idea of movement, the new collection reflects how we live, travel, and navigate the rhythm of daily life. The pieces are modern yet timeless, offering streamlined silhouettes that strike a balance between purposeful functionality and understated elegance. This design direction continues the fresh evolution of DAVIDOFF as it positions itself firmly as a modern lifestyle brand. *“Motion Collection adds a new aesthetic and design language that can evolve in a cohesive and holistic way with the brand,”* says Rob Price, the newly appointed New York–based creative consultant.



2026 COLLECTION PREVIEW

Spanning a wide range of contemporary products, the collection has been crafted for the man who values refinement without excess, strength without noise, and beauty with intention. Luxurious details — including a distinctive pizzicato seam and bold, custom-designed hardware — underscore the craftsmanship and reinforce DAVIDOFF’s enduring heritage.

The new large leather goods collection, ranging from EUR 500 to 1,000 can be discovered at Pitti Uomo, from January 13th, 2026.

For interviews, samples or imagery: info@zinodavidoff.com

About DAVIDOFF

Founded in Switzerland and inspired by the lifelong curiosity of Zino Davidoff, the DAVIDOFF brand is built on a simple belief: that true luxury lies in attention — to detail, to experience, to others. DAVIDOFF offers a thoughtfully curated portfolio designed to celebrate the joy of life’s shared pleasures. From men’s accessories and fragrance to eyewear, coffee, and Cognac, every DAVIDOFF product reflects the pursuit of refinement. Designed to accompany a life lived with intention, the portfolio celebrates craftsmanship not as decoration, but as a daily ritual: something felt, noticed, and remembered. Wherever it appears, the DAVIDOFF name remains a mark of enduring quality and attention to detail: an invitation to find beauty in the unexpected, and to move through the world with curiosity, care, and its founder’s unwavering zest for life.