

Hackett London Reunites with Carlos Sainz Sr. & Jr. for AW2025

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Hackett London has renewed its partnership with Carlos Sainz Sr and his son, Carlos Sainz Jr, for its Autumn/Winter 2025 collection. Following their previous collaboration in March, the brand emphasizes its dedication to merging heritage with modern style. The campaign is titled *“Tradition and Modernity: A Winter Together.”*

Visuals & Setting: Classic British Backdrops

The campaign shoot is set in the Oxfordshire countryside during autumn. Scenes include misty landscapes, stately homes, gardens, and classic cars. Between moments of driving and friendly competitions like table football, the atmosphere balances warmth with sophistication.

Style & Design

Hackett revisits hallmarks of British menswear, such as tweed, tartan, and structured silhouettes. Meanwhile, the brand blends these with modern functionalities: waxed jackets, detachable linings, stretch fabrics. The color palette pairs warm tones—ivory, gold, stone grey—with deep blues. Motifs like paisley, Donegal, birdseye, and techniques like cable knitting feature prominently.

Key Pieces & Functionality

The seasonal capsule includes transitional items: brushed cotton jumpers, soft tailoring. linings, stretch fabrics and refined internal finishes add comfort and utility

Brand Legacy & Corporate Backdrop

Hackett was founded in Chelsea in 1983 by Jeremy Hackett. Originally a second-hand shop, it has grown into a global menswear brand. The brand is now part of Spanish group AWWG, which owns Pepe Jeans and Façonnable. As of 2023/24, AWWG operated in 86 countries, over 3,500 stores, with revenue around €633 million.

Meaning & Strategy

By reuniting with two generations of the Sainz family, Hackett underlines the idea of legacy, family, and time-tested style. Moreover, “Tradition and Modernity” reflects the mix of timeless craftsmanship and contemporary lifestyle needs. With the collection’s materials, colors, and setting, the campaign aims to evoke nostalgia while staying relevant

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