# Paul Mescal pioneers a new era of sustainable luxury in menswear



Paul Mescal has emerged as a fashion icon, blending luxury with sustainable practices while making bold personal style statements. His wardrobe, which ranges from polished red carpet attire to relaxed off-duty looks, is curated from a mix of high-end brands and ethical labels. As he prepares for a busy year with projects such as the anticipated "Gladiator II," Mescal's fashion choices reflect a modern man's approach to style, embracing both sophistication and sustainability.

One of Mescal's key affiliations is with Gucci, where he serves as a global brand ambassador. Frequently spotted in their elegant tailoring and signature accessories, he often opts for standout pieces like tailored suits and the iconic Horsebit loafers. This partnership reinforces the polished side of his image while allowing him to showcase artistry and flair on various occasions. Such choices echo the broader trend in menswear, where red-carpet moments are increasingly seen as opportunities for personal expression rather than mere adherence to tradition.

Alongside high fashion, Mescal’s commitment to sustainability is evident through his regular selection of brands like &Daughter, a family-run British label known for its sustainable knitwear crafted from natural fibres. His choice of relaxed-fit pieces, such as the Ada crew-neck cardigan, highlights a laid-back approach that resonates with many modern men prioritising comfort without sacrificing style.

Designer Simone Rocha is another favourite of Mescal's, known for her avant-garde, gender-fluid designs. Pieces such as pearl-embellished shirts are staples in his wardrobe, marrying bold aesthetic choices with a nod to contemporary fashion's evolution towards inclusivity. This sartorial courage mirrors a growing acceptance of diverse expressions within menswear, indicating Mescal's role as a trendsetter rather than just a follower.

The actor also supports upcycled fashion through his affinity for E.L.V. Denim, a brand dedicated to repurposing unwanted jeans into tailored pieces. This alignment with sustainable fashion reflects a broader consumer shift towards ethical consumption, where individuals favour quality and environmental responsibility over fast fashion's transient allure.

In December 2024, Mescal's commitment to sustainability and charity was further exemplified when he collaborated with Vinted. Selling items from his personal wardrobe—including a custom hand-painted silk knit jumper by B.W. Marks—Mescal raised funds for Pieta, an Irish charity focused on suicide prevention. By donating proceeds from this sale, he not only showcased his dedication to charitable causes but also reinforced his advocacy for vintage and pre-loved clothing, encouraging a culture of conscious consumption.

As he explores the intersection of fashion and philanthropy, Mescal's choices offer a blueprint for the modern man who values style, sustainability, and social responsibility. The eclectic mix of brands he endorses—ranging from the luxurious Jimmy Choo to the vintage-inspired offerings of Hades—serves as an invitation for others to craft their identities through fashion while remaining mindful of the impact on the world.

Ultimately, Paul Mescal's style journey encapsulates the essence of contemporary menswear: an evolving landscape where luxury meets authenticity, and where every garment tells a story far beyond its aesthetic appeal. Through curated selections that embrace both heritage craftsmanship and modern sensibilities, he sets a compelling example for those looking to embrace their individuality in an increasingly homogenised fashion world.

### Reference Map

1. Paragraphs 1, 3, 5, 6, 8
2. Paragraph 2
3. Paragraph 4
4. Paragraph 4
5. Paragraphs 5, 6
6. Paragraphs 5, 6
7. Paragraph 7

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.ldnfashion.com/features/paul-mescals-favourite-fashion-brands-to-shop-in-2025-a-style-guide-for-modern-menswear/> - Please view link - unable to able to access data
2. <https://www.theguardian.com/culture/2024/dec/10/paul-mescal-sells-clothes-on-vinted-to-raise-money-for-irish-charity-pieta> - In December 2024, actor Paul Mescal sold items from his personal wardrobe on Vinted to raise funds for Pieta, an Irish suicide prevention charity. The collection included pieces worn during his 'Gladiator II' press tour, such as a custom hand-painted silk knit jumper by Scottish designer B.W. Marks, a cotton cardigan from British designer Av Vattev, and E.L.V. Denim jeans. A vintage T-shirt was also part of the sale, reflecting Mescal's strong connection to vintage and pre-loved fashion. All proceeds were donated to Pieta, supporting individuals in suicidal distress.
3. <https://www.the-independent.com/extras/indybest/fashion-beauty/mens-clothing/paul-mescal-vinted-clothing-b2665076.html> - In December 2024, Paul Mescal collaborated with Vinted to sell items from his personal wardrobe, including pieces worn during his 'Gladiator II' press tour. The collection featured a hand-painted silk knit jumper by B.W. Marks, a knitted cotton cardigan from Av Vattev's AW24 collection, and a pair of Jimmy Choo Elias boots. Proceeds from the sale were donated to Pieta, an Irish charity focused on suicide prevention. The sale highlighted Mescal's appreciation for second-hand fashion and his commitment to supporting charitable causes.
4. <https://graziadaily.co.uk/fashion/celeb-style/paul-mescal-wardrobe-vinted/> - In December 2024, Paul Mescal's wardrobe from the 'Gladiator II' press tour was made available for purchase on Vinted. The collection included items such as a hand-painted silk knit jumper by B.W. Marks, a grey sweater from sustainable knitwear brand Herd, and a pair of Jimmy Choo black leather boots. Proceeds from the sale were donated to Pieta, an Irish charity dedicated to suicide prevention. The sale underscored Mescal's affinity for vintage and pre-loved fashion, as well as his support for charitable initiatives.
5. <https://www.the-independent.com/life-style/fashion/paul-mescal-irish-gucci-marks-jimmy-choo-b2661827.html> - In December 2024, Paul Mescal sold items from his personal wardrobe on Vinted to raise funds for Pieta, an Irish suicide prevention charity. The collection featured pieces worn during his 'Gladiator II' press tour, including a custom hand-painted silk knit jumper by B.W. Marks, a knitted cotton cardigan from Av Vattev's AW24 collection, and a pair of Jimmy Choo Elias boots. The sale highlighted Mescal's appreciation for vintage and pre-loved fashion, with all proceeds supporting individuals in suicidal distress.
6. <https://www.theguardian.com/culture/2024/dec/10/paul-mescal-sells-clothes-on-vinted-to-raise-money-for-irish-charity-pieta> - In December 2024, actor Paul Mescal sold items from his personal wardrobe on Vinted to raise funds for Pieta, an Irish suicide prevention charity. The collection included pieces worn during his 'Gladiator II' press tour, such as a custom hand-painted silk knit jumper by Scottish designer B.W. Marks, a cotton cardigan from British designer Av Vattev, and E.L.V. Denim jeans. A vintage T-shirt was also part of the sale, reflecting Mescal's strong connection to vintage and pre-loved fashion. All proceeds were donated to Pieta, supporting individuals in suicidal distress.
7. <https://www.theguardian.com/culture/2024/dec/10/paul-mescal-sells-clothes-on-vinted-to-raise-money-for-irish-charity-pieta> - In December 2024, actor Paul Mescal sold items from his personal wardrobe on Vinted to raise funds for Pieta, an Irish suicide prevention charity. The collection included pieces worn during his 'Gladiator II' press tour, such as a custom hand-painted silk knit jumper by Scottish designer B.W. Marks, a cotton cardigan from British designer Av Vattev, and E.L.V. Denim jeans. A vintage T-shirt was also part of the sale, reflecting Mescal's strong connection to vintage and pre-loved fashion. All proceeds were donated to Pieta, supporting individuals in suicidal distress.