

INTERNET

## Gucci shadows songwriting journey while beginning its own evolution

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*Gucci's Lady Web handbag is the focus of the campaign*

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By KAYSORIN

Italian fashion label Gucci is musing on the creative process with a short video that features Swedish singer-songwriter Lykke Li.

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In the film, the singer croons her popular song "Just Like A Dream" while modeling some of the looks from the brand's new spring/summer 2015 collection. The film was released as many in the fashion industry are carefully watching Gucci while it begins a new chapter under the house's new creative director Alessandro Michele, looking for indications of Mr. Michele's future vision for the brand.

"Lykke Li is a global citizen," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Her aesthetic is hard to pin-down; it's fresh and her music is mystic-like.

"A perfect brand apostle for any brand reinventing itself."

**Gucci** was unable to comment directly.

Dream big

Gucci's new campaign video opens with Swedish pop singer Lykke Li, birth name Li

Lykke Timotej Svensson Zachrisson, sitting down at the piano to play and compose a song. The background music for the video is Lykke Li Just Like A Dream, which compliments the images with a soothing melody.



*Ms. Li composes a song on the piano in the opening scene*

The film follows Lykke Li on a creative journey as she composes a song. It features moments that inspire her writing, such as travels around the world, vintage record shopping, watching a beautiful sunset and writing in her notebook.

Ms. Li carries the Gucci Lady Web handbag around with her in all of the difference scenes, and it is the prime focus of the campaign. She also wears apparel from the spring/summer 2015 collection.



*She carries the Lady Web handbag throughout the video*

Gucci shared the video on its Facebook and Instagram pages, as well as on its YouTube channel. Shorter versions and excerpts will also appear on banner advertisements on the Web sites of different fashion publications.

The campaign is being released at an opportune moment as the brand recently debuted its first collection after former creative director Frida Giannini's departure. This season Gucci's design team was responsible for both the mens and women's wear collections.



*Ms. Li also wears Gucci apparel and accessories*

The video emphasizes that the brand will remain true to some of its signature looks, such as snakeskin details and embroidered coats. The Lady Web bag also maintains a classic Gucci aesthetic with the brand's green and red luggage strap handle.

While most luxury brands choose to appoint high profile famous names as their creative directors, Gucci chose a less well-known designer who already worked for the company. The brand's choice reflects its desire to return to its roots in an attempt to boost waning sales.



*The Lady Web handbag is the main focus of the campaign*

Switch it up

It was only recently that the brand revealed who had been selected as Ms. Giannini's replacement. Kering-owned Gucci announced Alessandra Michele as the house's new creative director after Ms. Giannini's dismissal at the end of 2014.

Mr. Michele's career began at Fendi as the senior accessories designer where he worked

with Ms. Giannini. In 2002, Mr. Michele joined the Gucci team and was promoted as associate to Ms. Giannini in May 2011, but even though they have worked alongside one another for many years, the designers' aesthetics and visions are very different ([see story](#)).

The brand has been making other efforts to return to its heritage. Gucci payed tribute to its Italian roots by expanding the visibility of the "Prince of Dreams: The Medici's Joseph Tapestries by Pontormo and Bronzino" in Rome.

Last year in June, Gucci presented the refurbishment of 10 tapestries, a project that was funded by the house's Gucci Museo. Brands often partner with cultural institutions in their country of origin to jointly preserve and honor the past, while making it accessible to future generations ([see story](#)).

This campaign is designed in a similar vein with a classic Gucci aesthetic that highlights the brand's Italian roots. It is a perfect representation of Mr. Michele's vision for the coming seasons.

"It's too early to determine or define Alessandro Michele's vision for Gucci," Mr. Ramey said. "Most importantly, Gucci has to become relevant and sell more clothes.

"No one is more keenly aware of that than Alessandro Michele."

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

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