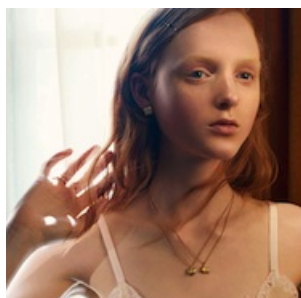


ADVERTISING

Gucci continues redirection through new brand motif

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Le Marche des Merveilles collection by Gucci

By STAFF REPORTS

Italian fashion house Gucci is introducing new iconography to its jewelry collections, drawing inspiration from the spring/summer 2016 runway presentation.

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The honey bee motif, recently incorporated into creative director Alessandro Michele's spring/summer 2016 collection, is described as "charming yet potent" and is a reflection of the designer's reinterpretation of Gucci's codes. The motif is now being released in a standalone collection, Le Marche des Merveilles, and will be highlighted in the first advertising campaign for jewelry and watches under the direction of Mr. Michele.

Gucci is buzzing

Mr. Michele's honey bee motif is said to "usher in a more eclectic, poetic mood" and was seen during the spring/summer 2016 runway presentation. Since becoming creative director at the beginning of this year, Mr. Michele has pushed Gucci in a new direction with a style that departs from the brand's sex appeal of the past for romanticism.

The collection, certified by the Responsible Jewelry Council, is available in 18-carat yellow or pink gold. Pieces with the honey bee motif include pendants, earrings and a ring.

Le Marche des Merveilles is also being incorporated into Mr. Michele's first jewelry and watch collection advertising campaign for Gucci.

Shot by Glen Luchford in Florence, who photographed Gucci's cruise 2016 collection simultaneously ([see story](#)), the campaign features seven visuals that include selections from the brand's signature jewelry lines: Gucci Flora, Horsebit and the new Le Marche des Merveilles. Watches seen in the campaign include the Diamantissima for women and the Horsebit for men.



Gucci Flora collection

Gucci is using the images by Mr. Luchford of model Madison Stubbington to promote the Le Marche des Merveilles collection on social media. A link featured in the shared posts directs to Gucci's dedicated Web page for its jewelry collections, but does not link solely to Le Marche des Merveilles.

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