

INTERNET

Gucci builds holiday anticipation in gifting campaign

November 17, 2015



Image from Gucci Gifting campaign for 2015

By STAFF REPORTS

Italian fashion label Gucci is capturing the simultaneously rapid and seemingly never-ending wait for the holidays in its gifting campaign.

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In a two-minute film by Harley Weir, the brand depicts a series of models moving from room to room along an undefined corridor. The first holiday advertising campaign under the creative direction of Alessandro Michele, this Gucci effort enables the brand to introduce the next generation of Gucci gifts to lust for and give.

Giving spirit

Gucci's holiday campaign launched via an email message to newsletter subscribers. A simple headline, "Gift Giving 2015" reaches recipients with holiday shopping on the brain.

Inside the body of the email, a GIF from the video plays continuously to get the reader's attention. Introducing the curated gift ideas from the brand, the email provides quick links to both shoes and gifts for men and women.

GUCCI

GIFTS FOR HER GIFTS FOR HIM GIFTS FOR CHILDREN BEAUTY



Gift Giving 2015

Presenting a curated selection of gifts with signature Gucci details for you or for them.
From finely crafted accessories, to romantic and contemporary ready-to-wear,
precious jewelry and watches, and beautiful makeup and scents.

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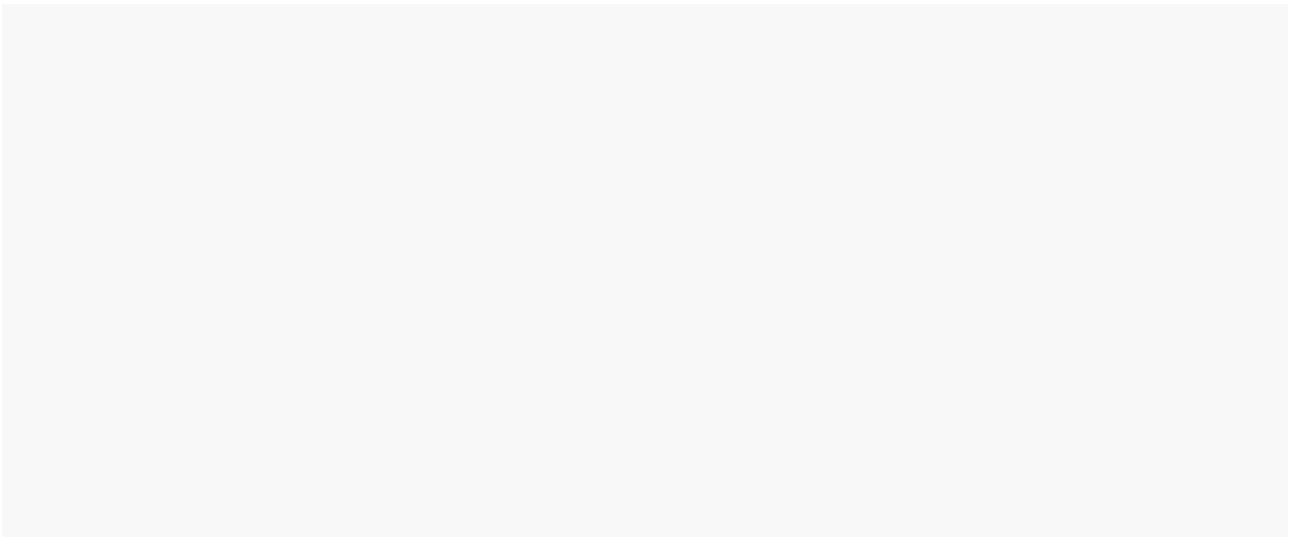
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Email from Gucci

The video, only viewable on Gucci's Web site at the time of launch, opens with both a female and male consumer walking separate ways down a dimly lit hallway.

Following the woman, the camera enters a room outfitted in shades of green. As she stands in the corner, another male model enters. The film then captures a time lapse around this individual as he stands facing the room, but seemingly keeping to himself.

Throughout the film, the timing of footage is edited, making one model's eyelids flutter at a brisk pace or another model's mascara application appear super humanly fast. Other moments are savored, such as the spraying of perfume.





A video posted by Gucci (@gucci) on Nov 16, 2015 at 2:00pm PST

Many of the products featured in Gucci's gifting effort include the new motifs designed by Mr. Michele.

Italian fashion label Gucci is asking online talents to repurpose its latest print motifs into artwork.

Gucci, under the creative direction of Mr. Michele, has recently launched two new prints, Gucci Blossoms and Gucci Caleido. These prints, floral and geometric patterns respectively, have been adapted to bridge Gucci's heritage and contemporaneity by being overlaid onto the brand's signature double GG design ([see story](#)).

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