

MOBILE

Gucci prints spur consumer artistic interpretation in Instagram series

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#GucciGram Instagram post

By STAFF REPORTS

Italian fashion label Gucci is speaking to the now immediate availability of art with an Instagram series that turns textiles into creative pieces.

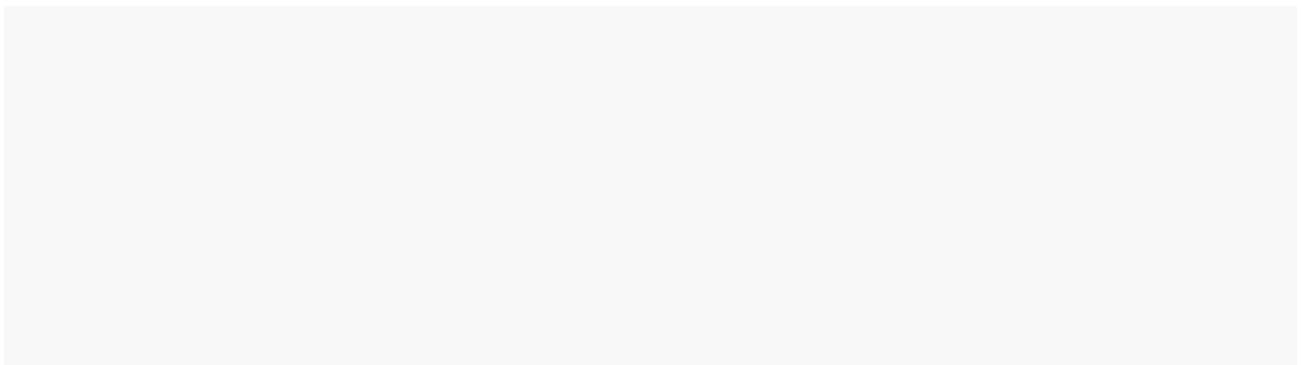
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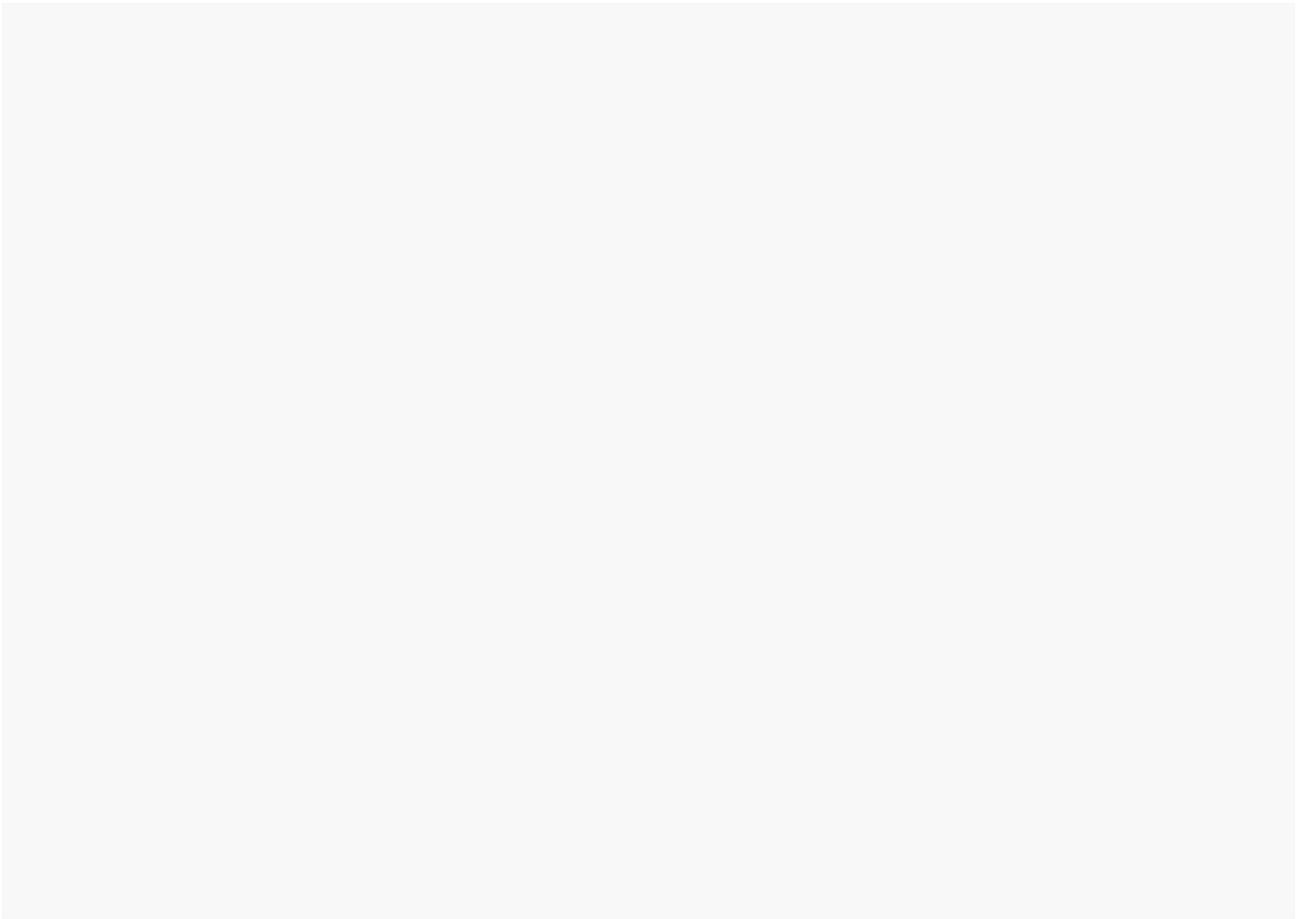
#GucciGram asked visual artists to reinterpret the brand's new Blooms and Caleido prints into works of art, which were then posted to Instagram for Gucci's followers to view. Often, luxury brands have worked with artists on exhibits, but this social campaign makes the pieces accessible to a wider audience while also driving a conversation around the art.

Art online

#GucciGram was introduced with a post of all of the works submitted captioned with a quote from the label's creative director Alessandro Michele. He says, "#GucciGram is a starting point to tell different stories, which are all united by great freedom. Today creativity is often born and finds its voice in digital media, a vital source of visual culture."

Mr. Michele handpicked the artists included in the series, who include Spanish illustrator Ignasi Monreal, who made short films, and makeup artist Lyle Reimer, who took a selfie wearing a bag as a hat. Each piece of work is published with a lengthy caption explaining who the artist is, along with details on their inspiration and their medium.





A video posted by Gucci (@gucci) on Oct 28, 2015 at 8:10am PDT

The resulting campaign inspired consumers to submit their own content, allowing this to extend beyond the original interpretations.

Shared by Gucci on Nov. 24, the art includes a Newton's cradle with each pendulum an arm holding a handbag and a Bloom printed bag presented as a potted plant.



Consumer-generated artwork for #GucciGram

Since coming on board, Mr. Michele has been showing his direction for Gucci with artistic endeavors.

For example, Gucci has drawn inspiration from contemporary philosophers for its recent collaboration with LOVE magazine.

The collaboration takes the shape of an exhibit within the Minsheng Art Museum in Shanghai, where Gucci will explore the concept of the contemporary and the untimely. Gucci's exhibit builds upon creative director Mr. Michele's exploratory challenge to those in attendance during the house's fall/winter 2015-16 presentation ([see story](#)).

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