

MOBILE

Gucci hands Snapchat over to “creative pioneer” Jared Leto

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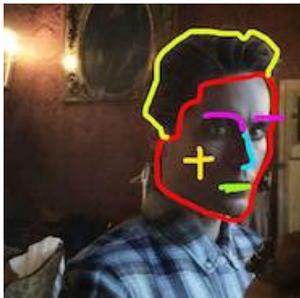


Image from Jared Leto Snapchat story for Gucci

By STAFF REPORTS

Italian fashion label Gucci is providing an inside look at its latest advertising photo shoot by handing its Snapchat over to the campaign's star, actor and musician Jared Leto.

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As a form of instant gratification for fans, the label announced Mr. Leto as the new face of its Gucci Guilty fragrance Dec. 11 and then immediately handed its Snapchat account over to the celebrity to document his perspective from the set. When campaign spokesmodels take on more of a role while promoting a particular brand, it lends a more authentic tone to collaborations.

Model to marketer

Gucci's creative director Alessandro Michele picked Mr. Leto himself and will direct the advertising campaign. Mr. Leto has shown his creative abilities on screen, winning an Academy Award for his role in the film "Dallas Buyers Club," and is also the lead vocalist and songwriter for the band Thirty Seconds to Mars.

The actor will also play the Joker in the upcoming release "Suicide Squad," scheduled to premiere in August.

To announce Mr. Leto as the campaign's face, Gucci hosted a takeover of its Snapchat account. Consumers could tune in to see video and photos taken by the star and captioned in his own words.



Screenshot from Gucci's Jared Leto takeover

From filming his Gucci loafers strolling across the floor, to sharing an artily peeled orange and neon-embellished selfie, Mr. Leto brought his own voice to the Snapchat story. In one video within the feed, his bare feet perform an impromptu dance on set.

One quick frame reads, "Can you keep a secret? #GuiltyNotGuilty" in small type. This phrase reappears in other frames.



Screenshot from Gucci's Jared Leto takeover

Since launching its first Snapchat story earlier in December, Gucci has taken to the platform, sharing snippets of the atmosphere on-set during its photo shoots.

Other celebrity Gucci models have taken on multifaceted roles with the brand.

Actor James Franco, who has modeled for the brand in the past, and documentary filmmaker Christina Voros collaborated on the film "The Director." The pair shadowed then-Gucci creative director Giannini for 18 months, capturing her at work and getting intimate interviews with the designer ([see story](#)).

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