

ADVERTISING

## Gucci selects Berlin as surreal backdrop for latest campaign

January 4, 2016



*Gucci spring/summer 2016*

By STAFF REPORTS

Kering-owned Gucci is continuing its campaign narrative, traveling from the streets of Los Angeles to Berlin for its latest advertising effort.

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Taking cues from the visual language and aesthetic of German 80s pop culture, Gucci's spring/summer 2016 advertisements were photographed by Glen Luchford, under the art direction of Christopher Simmonds. By continuing the campaigns of the season before it, the spring/summer 2016 effort creates a cohesive brand image for Gucci as it works to rebrand.

### Berlin underground

In a prior season's campaign, Gucci brought its enthusiasts to the streets of Los Angeles ([see story](#)). For spring/summer 2016, creative director Alessandro Michele brings Gucci to the streets of Berlin.

Berlin, as described by Gucci, is an "artistic and brutalist city," with an urban landscape dotted with rooftops and warehouse clubs. The apparel designed for spring/summer 2016 echoes Berlin's spirit of decadence during the 80s.



*Gucci's spring/summer 2016 advertisement*

Gucci's collection, with pieces for men and women, thus contracts the romance with the settings of the campaign, placing models in a nightclub bathroom or a stairwell. The concept is summarized as a "feeling of after-dark

intimacy, while the interaction between the protagonists suggests a strong, unheard script."

Models featured in the effort include Polina Oganicheva, Peyton Knight, Elizabeth Moore, Nicole Atieno, Mia Gruenwald, Anka Kurydina, Viola Podkopaeva, Jacob Hugo Goldhoorn, Timothy Dibble, Arnis Cielava and Anton Tofgart.

The models were styled by Jane How and hair and makeup was done by Paul Hanlon and Yadim, respectively.

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