

ADVERTISING

## Gucci explores pre-fall flora and fauna in surreal aviary

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*Gucci pre-fall 2016*

By JEN KING

Italy's Gucci is wandering among flamingos at a tropical aviary to bring to life the house's flora- and fauna-based prints seen in the pre-fall 2016 collection.

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Under the creative direction of Alessandro Michele, Gucci's aesthetic has been updated with an increasingly surrealist appeal that plays with color, texture, vintage silhouettes and a number of brand motifs. For pre-fall 2016, Gucci continues its agenda using its clothing and accessories as the protagonists of a chaotic and cluttered wonderland.

"The creative collaboration between Alessandro Michele, Glen Luchford and Christopher Simmonds is so sophisticated in Gucci's latest campaign," said Davia de Croix, creative director at Sandbox, New York. "Subtle references to Gucci's history, and iconic cultural moments enhance the collection for established clients and bring exciting new storytelling for perspectives.

"I see the presentation as part of a continuum of work created by Mr. Michele, seamlessly pulling from a vast personal archive of references that are both art historical and pop cultural," she said. "As many artists have done in the past.

"What's really interesting is that it's a reinterpretation of the Gucci brand, not safe, very thrilling."

Ms. de Croix is not affiliated with Gucci, but agreed to comment as an industry expert.

**Gucci** was unable to comment directly.

### Walking in a wonderland

For pre-fall 2016 Gucci has created an advertising campaign featuring still imagery and a film, edited to three different lengths. This allows Gucci to appropriate the content for its various digital platforms that may have limits of video length, such as Instagram's 15-second allowance.

The stills and video show a cast of carefree characters within a glass-domed tropical aviary surrounded by wild plants and a wandering gaggle of flamingos. Both the flamingos and the characters move freely across the room that is littered with old books and decorated with patterned rugs.

Gucci's characters interact with one another in a vibrant space that exudes the bizarre and eccentric to tell a

narrative of youth, curiosity and liberation.



*Imagery for Gucci pre-fall 2016*

While the still images are not shoppable, on Facebook Gucci included an overview of the pieces seen in the campaign. Although the consumer will still have to do a decent amount of searching for products on Gucci's Web site, the details provided may make the exploration of the pre-fall collection easier.

Pieces seen in the campaign included a wool mohair embroidered tuxedo, a rose organza embroidered gown, a GG motif suitcase, sandals with studs, spikes and pearls and gold fingerless gloves among others. Many of the pieces include Gucci's latest flora- and fauna-based prints, including the new honey bee motif, palm plants, insects, butterflies and snakes.

The interactions between the models are more apparent in the film version of the campaign. In the extended 60-second version, viewers watch the models interact with one another as they lounge on antique couches, read over each other's shoulders, dance, kiss, practice yoga and giggle due to the antics of the flamingos.

#### *Gucci pre-fall 2016 campaign*

Gucci's pre-fall 2016 campaign was led by Mr. Michele with Christopher Simmonds working as the art director. The campaign photography and video was taken by Glen Luchford while the set was designed by Gideon Ponte.

Models seen in the effort include Nicole Atieno, Polina Oganicheva, Eva Minaeva, Laura Hagedsted, Lia Pavlova, Fionnan Michael Bryne-Perkins, Elie Van Ravels, Anton Tofgart and Lucas Dambro. The models were styled by Jane How with hair by Paul Hanlon and makeup by Yadmin Carranza.

#### *The flora and the fauna*

Gucci's flora and fauna prints are a focus of the pre-fall campaign, with the brand creating a full atmosphere to explore the motifs. The brand has worked to dedicated attention to its often used motifs, refashioning them for new purposes.

Recently, Gucci educated consumers on the heritage of its Flora print, seen across its cruise 2015 collection, through digital marketing.

Gucci tapped Canadian artist Kris Knight to reinterpret the flowered pattern with a modern touch. By making the connection between past and present, Gucci was able to present the garments as more than clothing ([see story](#)).

Mr. Michele recently created a new brand motif based on the historic codes of Gucci.

In fall 2015, Gucci introduced new iconography for its jewelry collections, drawing inspiration from the spring/summer 2016 runway presentation.

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 ([see story](#)).

Mr. Michele's approach has woven subtle narratives into each collection allowing the pieces to speak for themselves within a setting.

"I think there is tremendous 'added-value' for the consumer when there is a subtle narrative built into the collection," Ms. de Croix said.

"In terms of 'holding' attention, when a subject resonates on an emotional level the work transcends a commercial product and becomes art or something close to it," she said. "The themes become personal and membership in the club becomes desirable."

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