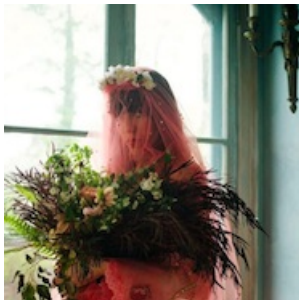


APPAREL AND ACCESSORIES

Gucci flexes filmmaking muscle with Greek mythology update

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Lou Doillon in "The Legend of Orpheus and Eurydice"

By STAFF REPORTS

Italian fashion label Gucci is taking a cinematic approach to sponsored content through a collaboration with Cond Nast.

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Working with filmmaker Gia Coppola, Gucci produced a series of four short films that tell a modern interpretation of the myth "The Legend of Orpheus and Eurydice." This first-of-its-kind partnership for the brand and media group premiered exclusively on June 6 across six Cond Nast titles and Gucci's Web site.

Romantic tragedy

The four-part story, directed by Ms. Coppola and produced by 23 Stories x Cond Nast studio, takes place in modern day New York. The films premiered alongside text catering to the specific audience of each of the publications.

For instance, Vogue's sponsored post provides an overview of the main players involved, including the styling by Academy Award-nominated costume designer Arianne Philips, Vanity Fair chose to do a Q&A with Ms. Coppola.

The films also debuted on GQ, The New Yorker, W magazine and Pitchfork.

"This is the most creatively ambitious branded project we've embarked on to date," said Bob Sauerberg, president/CEO of Cond Nast, in a brand statement. "23 Stories worked closely with our brands, from development through production, to ensure that we assembled the right talent and concepts to create a series with true cinematic quality. The project truly combines Cond Nast's powerful storytelling capabilities with Gucci's renowned brand ethos, on a grand scale."

In Greek mythology, Orpheus is a demigod who falls in love with Eurydice and marries her. Things turn south when the antagonist Aristaeus has Eurydice bitten by a snake, sending her to the Underworld, causing Orpheus to journey to bring her back.

Part one sees the lovers wed in a low-key ceremony, with lead actress Lou Doillon sporting a veil made specifically for her character by Gucci artistic director Alessandro Michele.

The Myth Of Orpheus and Eurydice, Part One: The Wedding | Vogue

In episode two, the newlyweds are shown in their honeymoon phase, canoodling in their apartment or taking a stroll through a park. Trouble is lurking in the form of Aristaeus, played by model Laura Love.

After Eurydice is bitten, her love, played by Marcel Castenmiller, heads to an underground club to find her. Using his special power of music, he convinces the god of the dead to let Eurydice go, but tragedy is ahead for the couple.

"Through the authority and reach of the six Cond Nast brands that are part of this pioneering initiative, we are able to take advantage of highly original and qualitative content to engage with a broad, but targeted audience across geographic regions and platforms in an authentic way," said Marco Bizzarri, president and CEO of Gucci.

"Digital narrative whether through film, social media or native journalism is the way that millennials in particular like to be engaged today," he said. "Consequently, this type of innovative approach to digital marketing will certainly play an increasingly important part of our strategy going forward."

Other brands have looked toward Cond Nast's audience for narrative efforts.

Men's lifestyle magazine GQ is recounting what happened the night before through a native content partnership with British fashion house Burberry.

Created by the Cond Nast Britain Video team for GQ's global markets, "Mr. Burberry: The Night Before" is housed on the publication's GQ Video channel and will spin a narrative in three short films. The collaboration ties in with Burberry's latest fragrance launch, Mr. Burberry, a cologne inspired by the brand's iconic black trench ([see story](#)).

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