

APPAREL AND ACCESSORIES

## Gucci explores Tokyo's eccentric enclaves in energetic effort

June 30, 2016



*Gucci fall/winter 2016 ad campaign*

By STAFF REPORTS

Italian apparel and accessories house Gucci is continuing its campaign world tour for the fall/winter 2016 season, shooting its fashions on the busy streets of Tokyo.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Following the format of Gucci's recent ads, a Gucci-clad tribe descends on the city, enjoying their visit in a playful manner. In a convergence of film and still imagery, Gucci's campaign employs subtitles for both, allowing consumers to more easily place themselves within the scene.

Creative captioning

Most of Gucci's print ads take place during the day. In one of photographer/director Glen Luchford's shots, a model wearing a furry pink coat poses alongside two locals dressed in kimonos, creating a contrast between east and west.



*Gucci fall/winter 2016 ad campaign*

Other scenes catch models seemingly in still motion as locals move around them.

The campaign imagery tells a greater story through the addition of subtitles. For instance, a photo of a model who

appears to be singing is paired with the subtitle "[high note]," while others point to whispers or street sounds.

Gucci's campaign film is set after sundown. It opens with a group of young friends blowing bubbles at each other.

Through the use of subtitles, the viewer is privy to an unspoken conversation between a subset of the friends, who decide to go out. They hop in a lit up van and venture to a casino, where they try their luck at slot machines.

*Gucci Fall Winter 2016 campaign / Director's Cut*

Gucci's ads will premiere on July 1.

This latest campaign is representative of Gucci's redesign, which has taken away the brand's previous overt sex appeal and replaced it with more nuanced femininity.

Last season saw Gucci wander 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.

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 ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.