

JEWELRY

Gucci centers jewelry campaign on intimate exchanges

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Gucci 2016 timepieces and jewelry campaign

By SARAH JONES

Italian fashion label Gucci is showcasing its fine and silver jewelry in a campaign that explores affectionate interactions.

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Shot by photographer Glen Luchford at the same time as its pre-fall campaign, the jewelry effort paints an intimate portrait of a group of friends as whispers and touches are passed between the companions. This campaign reflects the romantic, ethereal qualities Gucci is increasingly becoming known for under the creative direction of Alessandro Michele.

"Gucci has moved from a fashion to a lifestyle brand," said [Thoma Serdari](#), Ph.D., founder of [PIQLuxury](#), co-editor of [Luxury: History Culture Consumption](#) and adjunct professor of luxury marketing at [New York University](#), New York. "The new line of jewelry and watches is featured in this new campaign individually as precious accents that dot the backdrop of the Gucci world.

"Youthful, seductive and intriguing, the new collection promises entry to a world of anticipation, great expectations, optimism and affectionate bonding," she said. "It also communicates the power of intimate relationships either romantic or brotherly/sisterly/friendly through which life is experienced in the universe of Gucci.

"While promoting product, Gucci is emphasizing experiences, life moments that are to be shared but also adorned with the new pieces."

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

[Gucci](#) was unable to comment directly before press deadline.

Hand to hand contact

Gucci's campaign features models Nicole Atieno, Polina Oganicheva, Eva Daria Minaeva, Lucas Dambros and Roch Barbot.

All but one of the cast members appears in Gucci's pre-fall ads, which took place in an aviary ([see story](#)).



Gucci pre-fall 2016 campaign

Still images capture models mostly in pairs. One woman moves her hand across another's forehead as if sweeping her bangs out of her face. As she does so, her Flora collection baubles with diamonds and sapphires are front and center.

Using their hands, other models fix the tie on a friend's blouse or cover their mouth to suppress a shared giggling fit. Additional frames capture models placing their hands on a friend's cheek or resting a palm on their companion's shoulder.



Image from Gucci's 2016 jewelry campaign

A campaign film shared on social media closes the gap between the single portraits.

At the opening, two female models sit in front of a vanity in eveningwear. As they accessorize with jewelry, they share a conversation the viewer is not privy to because a musical soundtrack runs with the footage.

In another scene, a female model slips a Gucci watch onto the wrist of a male companion. After she does so, their two wrist-embellished arms entwine, drawing attention to the timepieces.

One female model reclines on a couch resting her head on her friend's lap. He strokes her hair as she holds his arm, toying with his watch with her other hand.

In other scenes, a couple casually ballroom dances and friends greet each other with a kiss on the cheek, furthering the notion that these are good friends as opposed to models on the job.

Marketing makeover

Since being promoted to creative director last year, Mr. Michele has shifted Gucci's design and marketing concept from one of overt sex appeal to a softer, more feminine image. His vision for the house has extended into product categories other than apparel, creating consistency.

"Mr. Michele has been with Gucci for many years and in a variety of roles, an experience that allows him inside knowledge of the brand, its codes and its challenges," Ms. Serdari said.

"Having been appointed head of creative and lifted out from under Frida Giannini's direction, Mr. Michele is finally recognized for his skills in articulating artistic visions that are coherent and that resonate with the culture of the young," she said. "He is given permission to move the brand from fashion to lifestyle and seems to have the design philosophy that arouses primordial emotions."

Gucci introduced new iconography to its jewelry collections, drawing inspiration from the spring/summer 2016 runway presentation.

The honey bee motif, recently incorporated into creative director Mr. Michele's spring/summer 2016 collection, was described as "charming yet potent" and was a reflection of the designer's reinterpretation of Gucci's codes. The motif was released in a standalone collection, Le Marche des Merveilles, and was highlighted in the first advertising campaign for jewelry and watches under the direction of Mr. Michele ([see story](#)).

Gucci's Le Marche des Merveilles collection features in its new jewelry campaign.

The brand's strategy for its campaigns recently has been to create a club that consumers want to join.

For the fall/winter 2016 season, Gucci continued its campaign world tour, shooting its fashions on the busy streets of Tokyo.

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 ([see story](#)).

"Gucci is targeting a younger audience that is seduced by the promise of a life lived as if it had already been creatively directed by a great designer," Ms. Serdari said. "The campaign's every detail hints at a world that is carefully curated, long studied and delicately articulated all the way down to the precious stones that embellish the Gucci jewelry collection.

"In a way, Gucci addresses young individuals that favor romanticism over cynicism, softness over edginess," she said. "It is certainly a new approach to how the Gucci brand has evolved since Tom Ford's tenure with the luxury fashion house."