

APPAREL AND ACCESSORIES

Gucci drops by Chatsworth House, introducing punk rock to its stately grounds

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Gucci, cruise 2017

By STAFF REPORTS

Italian fashion house Gucci is continuing its deeply-felt infatuation with British culture for a campaign shot at the home of the Duke and Duchess of Devonshire.

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The English country home, dubbed Chatsworth House, was selected as the setting for Gucci's cruise 2017 collection campaign. Earlier this year, Gucci announced a partnership with Chatsworth House on a cultural program focused on fashion and style through 2019.

Grounds, gardens, Gucci

Gucci describes its cruise 2017 campaign as a celebration of quintessentially British culture. Alessandro Michele, Gucci's creative director, often cites Britain as a major source of his inspirations.

Similar to its campaigns shot in Germany and Japan, Gucci sought to place British subculture within the highest ranks of aristocratic society. Shot by photographer Glen Luchford, a cast of male and female models visit the grounds and gardens of Chatsworth House.

While on location, the models are seen surrounded by chickens and dogs and interacting with the animals found on Chatsworth House's grounds. Acclaimed British actress Vanessa Redgrave is also featured in the campaign, wearing pieces from the cruise 2017 collection.



Gucci cruise 2017 campaign, featuring Vanessa Redgrave (right)

Gucci's models are shown to have late 70s punk attitude by their dress and styling, a contrast against the landscaped gardens of the country estate and their stately surroundings.

In one still, models are seen in the rose garden of Chatsworth House wearing leather jackets with studded embellishments and combat boots similar to the garb worn by bands such as The Sex Pistols.

For another image, Ms. Redgrave and a model are shown in oversized Union Jack sweaters and yellow plaid skirts. The collar's stitching is made to appear as if it were a stately necklace.

Models featured in the campaign include Hannelore Knuts, Ellen De Weer, Sophia Friesen, Nika Cole, Dwight Hoogendijk, Nick Fortna, Conner Rowson and Victor Kusma. The models were styled by Joe McKenna with hair by Paul Hanlon and makeup by Yadim Carranza.

Christopher Simmonds served as art director for the campaign.



Gucci cruise 2017

In a similar advertising effort, Kering-owned Gucci traveled from the streets of Los Angeles to Berlin for its spring/summer 2016 campaign.

Taking cues from the visual language and aesthetic of German 80s pop culture, Gucci's spring/summer 2016 advertisements were also photographed by Mr. Luchford, under the art direction of Mr. Simmonds ([see story](#)).

The Italian house also continued its campaign world tour for the fall/winter 2016 season, shooting its fashions on the busy streets of Tokyo.

Following the format of Gucci's recent ads, a Gucci-clad tribe descended on the city, enjoying their visit in a playful manner ([see story](#)).