

ADVERTISING

## Gucci welcomes Tom Hiddleston home for menswear campaign

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*Image from Gucci's men's tailoring cruise 2017 campaign*

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By STAFF REPORTS

Italian fashion label Gucci is balancing eccentricity with elegance in its cruise 2017 tailoring advertisements featuring actor Tom Hiddleston.

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Shot on location at Dawnridge, a mansion owned by artist Tony Duquette, the campaign reads as a series of portraits, with the British actor posing with Afghan hounds amid many of Mr. Duquette's personal belongings. Much like many of Gucci's recent campaigns, these ads portray natural interactions rather than high-fashion posing.

### Tailored living

Mr. Hiddleston is perhaps best known for portraying Thor's brother and archenemy Loki in a number of films based on Marvel comic books, a role he will reprise in the 2017 release "Thor: Ragnarok."

In Gucci's ads, the actor appears as the solitary human in the ornate Beverly Hills, CA house, with a trio of dogs as companions. One frame catches him as he lounges on a green sofa, his furry best friend stretched out next to him.



*Image from Gucci's men's tailoring campaign*

Another depicts an affectionate staring contest between dog and man.

Shot by Glen Luchford, these images are designed as an extension of the larger Anglo-centric cruise campaign, also shot in a spectacular house.



*Image from Gucci's men's tailoring campaign*

For cruise, Gucci continued its deeply-felt infatuation with British culture for a campaign shot at the home of the Duke and Duchess of Devonshire.

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 ([see story](#)).