

APPAREL AND ACCESSORIES

## Gucci flora and fauna comes to life in garden of gift ideas

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*Gift Giving 2016: The Gucci Garden*

By JEN KING

Kering-owned Italian fashion house Gucci is heading into the gardens of Rome to prompt holiday gifting this festive season.

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In an email blast sent to subscribers, Gucci invited consumers to the Gucci Garden, the moniker given to the brand's flora and fauna motifs introduced by creative director Alessandro Michele. By maintaining a consistent aesthetic across its collections and accompanying communications, Gucci presents to consumers a unified message that upholds its newfound direction.

### Garden gifting

Gucci's email tells the recipient that its Gift Giving 2016 campaign is set in the Garden of Ninfa, located near Rome. Although the video cannot be viewed directly in the email, Gucci alerts consumers to the campaign film's director, Floria Sigismondi.

A click-through on the prompt redirects to Gucci's Web site where Ms. Sigismondi's film can be viewed.

Gucci Garden begins with a large snake slithering in the grass while a woman, who is not in focus, walks through the frame holding a blue butterfly on her finger. As "Il Dolce Suono" from the "Lucia di Lammermoor" opera plays, a woman in a black dress adorned with a red corn snake is seen slowly raising her arms as if she were a conductor.



*Gift Giving 2016: The Gucci Garden email*

As the video continues, the Garden of Ninfa is explored, pausing to show two women relaxing on top of a grassy stone bridge. The scene is then cut to a man walking with a Gucci briefcase featuring the snake motif. When the shot returns to the women on the bridge, the viewer sees that they are surrounded by fluffy bunnies.

In the following scene, a man and woman are seen sitting near a small tree with two tiger cubs wandering amongst them. In a reference to the Garden of Eden narrative, the woman is seen handing a red apple over to her male companion.

Although the end result of the exchange is not shown, the film continues on throughout the garden, showing its model and animal inhabitants. Near the minute-long film's end, a model is shown pulling an apple from a tree and taking a bite.

The film ends by panning out to show the garden's characters, clad in Gucci cruise 2017 collection, and animals such as honey bees, snakes, butterflies, tigers, a zebra and unicorn.

*Gift Giving 2016: Gucci Garden*

Gucci's cruise collection prominently features these motifs, which have also been incorporated into the brand's holiday gift-giving communications.

Mr. Michele introduced the flora and fauna symbols last year in the debut of his first collection for Gucci. Key motifs in Garden Gucci include the bee, which for centuries has been used by European aristocracy and is the key to nature's life cycle, and the snake, a representation of wisdom and power.

On its Web site, consumers are then able to shop a selection of Gucci products such as apparel, handbags, footwear and jewelry shown via still imagery.



*Still of Gift Giving 2016: Gucci Garden*

Similarly, Gucci included a gift catalog within its email message. A click-through redirects to shoppable pages that feature the aforementioned campaign stills along with an edit of products. When an item is selected, the consumer is brought an ecommerce-enabled page.

Let it grow

Since taking over creative control of Gucci last year, Mr. Michele has reestablished the house's whimsy with the introduction of animal-, insect- and plant-inspired prints. To maintain the creative momentum of the new spirit of Gucci, Mr. Michele has worked to incorporate the print into nearly everything imagined by the brand.

Over the summer for example, Gucci launching an online-only capsule collection of women's wear and accessories.

The "Gucci Garden" collection was sold solely via the brand's ecommerce site, but was limited to the markets of the United States, Canada, continental Europe, United Arab Emirates, Japan, South Korea and Australia. Women living in these markets who wished to shop in-store could do so via iPads placed in Gucci's bricks-and-mortar locations, with items then being shipped to either the boutique or the consumer's home, but only if she lives within the territory.

Gucci's special collection is characterized by a new print developed by creative director Alessandro Michele. The print features flora and fauna motifs that are now part of Gucci's design lexicon under Mr. Michele's direction ([see story](#)).

To properly educate consumers on the Gucci's design lexicon, the brand added a gamification element to its mobile application.

Players must then slide through the provided motifs and drag the correct ones into position on the Dionysus handbag in 20 seconds or less. Once the user recreates the example, they are awarded with one of the badges, which can then be shared socially to encourage peers to download to app and play ([see story](#)).

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