

APPAREL AND ACCESSORIES

## Gucci captures Rome's eccentricities for spring/summer 2017

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*Gucci spring/summer 2017*

By STAFF REPORTS

Italian fashion house Gucci is ushering in spring/summer 2017 with a campaign celebrating the eccentric, surreal and bizarre.

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Gucci tapped recurring creative lens Glen Luchford to shoot its spring/summer 2017 campaign in Rome. As with other Gucci campaigns under the creative direction of Alessandro Michele, the imagery marries sense of place with the brand's flora and fauna iconography.

Wild

For spring/summer 2017 Gucci travels to Rome, after stops in Tokyo, the United Kingdom and a fictional Garden of Eden for past collection efforts.

As with its prior efforts that incorporate live versions of its motifs, such as snakes and tigers, spring/summer 2017 also sees Gucci's collection "collide with big cats and other animals." The campaign was filmed in Piazza Navona, Rome's fountains and the Aqueduct Claudio.

In the video component, set to "Amore Disperato Nada" by Varo Venturi, colorful characters are shown eating hamburgers dressed in gowns, lounging about with tigers and lions and partying in a marble fountain. Still imagery for "Wild Days and Nights in Rome" captures many of the same scenes.

*Wild Days and Nights in Rome: The Gucci spring/summer 2017 campaign*

The campaign, styled by Mr. Michele and Christopher Simmonds acting as art director, was inspired by the "generations of intellectuals and artists that consider Rome to be their hometown, some by birth, others by through cultural adoption." Muses include personalities such as Cy Twombly, Mario Schifano and Laura Betti.

Gucci's homage to the "unconventional individuals in the eternal city" includes models such as Daisy Cvitkovic, Dwight Hoogendijk Unia Pakhomova and Douglas Payne, among others. Hair and makeup was courtesy of Paul Hanlon and Yadim Carranza, respectively.



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For the season prior, 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](#)).

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