

APPAREL AND ACCESSORIES

Gucci celebrates individuality in female-centric collaboration

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Petra Collins, on left, appeared in Gucci's fall/winter 2016 ad campaign

By STAFF REPORTS

Italian fashion label Gucci is bringing together three of its brand friends for a project, playing off their distinct personalities.

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The women chosen for the yet to be defined launch are Dakota Johnson, Hari Nef and Petra Collins, all of whom are twenty-something artists establishing their place in the fields of acting, modeling and photography. As of press time, Gucci had only shared a single hint at the project: the hashtag #InBloom.

Blooming careers

Ms. Johnson, the daughter of Melanie Griffith and Don Johnson, has become more of a household name after starring roles in films such as "Black Mass," "How to Be Single" and the movie adaptations of the Fifty Shades book trilogy.



Dakota Johnson wearing Gucci to the 2016 Met Ball

The actress attended the Metropolitan Museum of Art's 2016 Costume Institute Gala alongside Gucci creative director Alessandro Michele.

Transgender actress, model and writer Ms. Nef walked in Gucci's fall/winter 2016 women's wear show. Along with contributing to magazines such as Dazed and Vice, she is a cast member on Amazon Prime's "Transparent."

Ms. Collins' work lives in both the fashion and art worlds. She has collaborated with brands on campaigns and has photographed spreads for Vogue, CR and i-D.

Like Ms. Nef, Ms. Collins appeared on the runway for Gucci's fall/winter 2016 show, also acting as a face for the season's corresponding campaign.



Petra Collins and Hari Nef at the LACMA gala in 2016

Of the campaign, Gucci shared in an announcement, "Creative director Alessandro Michele selected this trio of contemporary women, who embody his vision, for their authenticity, vitality and diversity. Their distinctive beauty and individuality come together to define a unique creative collaboration."

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