

MEDIA/PUBLISHING

Gucci seeks global inspiration in native content collaboration with British GQ

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Massimo Bottura for Gucci's "The Performers"

By SARAH JONES

Italian fashion label Gucci is working with Condé Nast men's magazine British GQ to investigate the influence a particular setting can have on a creator's vision.

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Developed by Condé Nast Global Development, the native content campaign "The Performers" encompasses a series of five films that will run on both GQ and Gucci's digital channels from Feb. 3. Thinking outside the limits of a single post, a number of luxury brands have looked toward longer format content collaborations with publishers.

"This partnership came about after a meeting between Jonathan Newhouse and Gucci's Robert Triefus," said Jamie Bill, executive director of [Condé Nast Global Development](#). "The concept is how individuals can be inspired by people and places.

"[The featured protagonists] have achieved their considerable success on their own terms," he said. "Confident individualism is central to the ethos of both Gucci and GQ

across the globe."

On location

GQ and Gucci's series kicked off Feb. 2 during a launch event at the Serpentine Sackler Gallery.

Each of the five men profiled, who have occupations such as architect, artist and actor, was asked to choose a location that inspires them anywhere in the world. The films then transports these influencers to these destinations, with Gucci's president and CEO Marco Bizzarri and GQ's editor in chief Dylan Jones serving as hosts.

Mr. Jones is also the executive producer of the series.

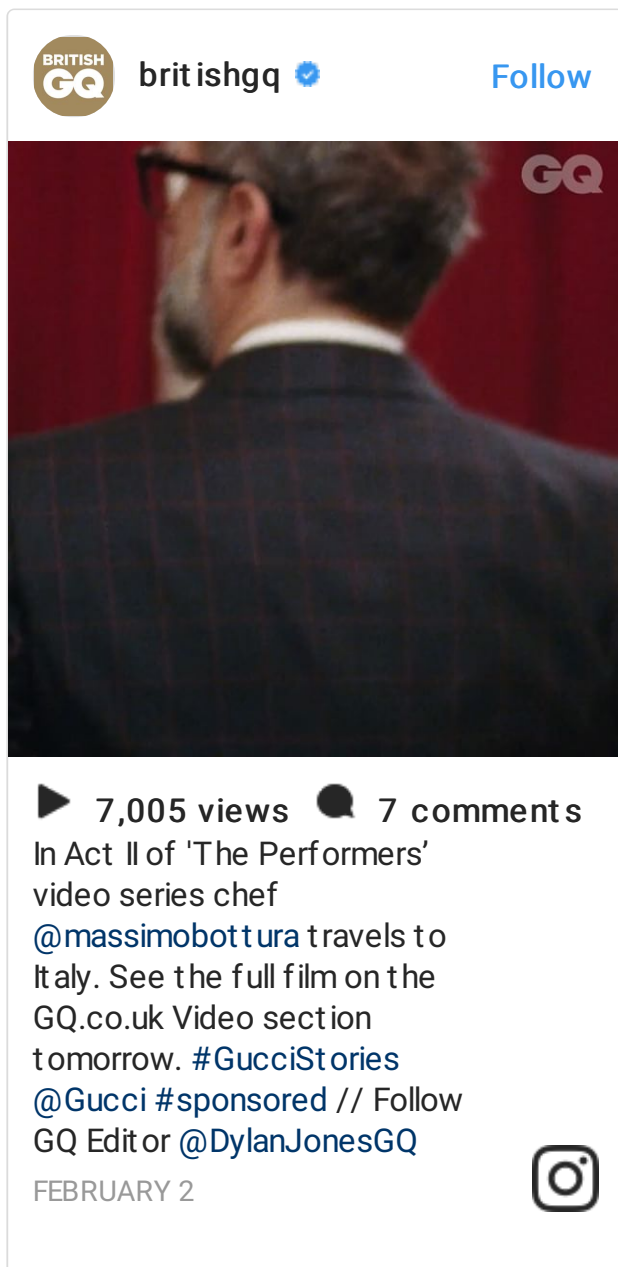
The first two episodes of the campaign feature Bobby Gillespie, the frontman for Primal Scream, and Michelin-star chef Massimo Bottura. Both of these protagonists wear outfits from Gucci's menswear collection.



Bobby Gillespie for Gucci and British GQ's "The Performers"

Mr. Gillespie was inspired by the French poet Jean Genet, choosing to travel to the writer's burial place of Tangier, Morocco, where the writer also penned his last novel. Mr. Gillespie, who hails from Glasgow, sees parallels between his own efforts to escape his hometown through dreams and Mr. Genet's use of language and writing to get himself out of prison.

Similarly to Mr. Gillespie, Mr. Bottura took the chance to reflect on an influential individual. In his episode, he talks of the impact that jazz and Thelonius Monk have had on him, inspiring him to break rules in the kitchen.



After the premiere, the final three acts will launch in April.

Gucci has worked with Condé Nast on extensive sponsored content before.

Working with filmmaker Gia Coppola, Gucci produced a series of four short films that tell a modern interpretation of the myth “The Legend of Orpheus and Eurydice.” This first-of-its-kind partnership for the brand and media group premiered exclusively last June across six Condé Nast titles and Gucci’s Web site ([see story](#)).

Content creation

Native partnerships are going beyond the single video as brands look to make a greater impact on readers.

For instance, U.S. jeweler Tiffany & Co. is painting a new picture of art in contemporary day with a five-part video series.

Luxury brands often look to tie their image to art, using mediums such as video to connect with art lovers. The modern age and advances in technology has caused a shift in consumer behavior and has altered industries dramatically, and Tiffany's "New Ways of

Seeing" attempts to shine a light on how the art world has been changed as well ([see story](#)).

During a panel at Luxury FirstLook 2017: Time for Luxury 2.0 Jan. 18, an executive from New York Times' T Brand Studio made a bold prediction, claiming there is a chance that traditional advertising studios will become obsolete in favor of in-house brand studios.

The content overload in today's market is causing native advertising to become increasingly important as a way for brands to connect with consumers. With the influx of publishers and media brands creating these in-house studios for brands to create truly native advertising, there could be a major shift in the industry ([see story](#)).

"As a truly ' native ' campaign ['The Performers'] will fascinate and inform the user and because of its synergy with GQ's editorial content it's appeal is extensive—a persuasive brand building and information based message," Mr. Bill said.

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