

FRAGRANCE AND PERSONAL CARE

Gucci refreshes Bamboo fragrance via liberating campaign

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Image from Gucci's Bamboo campaign

By SARAH JONES

Italy's Gucci is evoking a softer side of its Bamboo fragrance through a revamped look and corresponding advertising update.

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The scent, which debuted in 2015, was marketed at launch with a commercial featuring Wonder Woman actress Gal Gadot, who was depicted as a glamorous, sensual renaissance woman ([see story](#)). A newly released campaign reflects Gucci's marketing aesthetic under creative director Alessandro Michele, allowing the effort to more closely fit with the brand's current image.

"Alessandro Michele has given a new soul for Gucci beautifully embellished with a fairy tale like dream," said Rony Zeidan, president and creative director at [RO NY](#).

"The sexy side of Gucci the way we know it has now been replaced with a more androgynous and soft face that lives in an alternative fairy tale world," he said. "Every element of the brand now reflects that world, and it is no surprise the fragrance category has also been morphed to reflect the new vision of Michele."

Mr. Zeidan is not affiliated with [Gucci](#), but agreed to comment as an industry expert. [Gucci](#) was reached for comment.

Cage break

Since Gucci Bamboo was originally developed, the house and its fragrance line have seen transitions in leadership.

While Mr. Michele had taken over creative director duties from Frida Giannini before the fragrance's launch, the campaign more closely resembled the Gucci that he inherited.

In the time since Bamboo premiered, Gucci's fragrance license has also transitioned from Procter & Gamble to Coty.

Now, the fragrance is getting a new look, as Mr. Michele has recast the perfume, giving it a design that includes a deeper jewel tone. He has also added his touch to the packaging, which features birds and foliage on a matching

dark pink background.



Gucci Bamboo limited edition

As with the original, the limited-edition features top notes of Bergamot, followed by Casablanca lily and ylang and base notes of sandalwood.

Concurrent with Gucci's February release for the limited-edition, the brand has released a new campaign for the scent to its social channels.

The campaign is lensed by Glen Luchford, a frequent collaborator of Gucci's during Mr. Michele's tenure. In a short film and corresponding still imagery, a bare faced blond model wearing a ruffled pink dress is depicted in a room outfitted with antique bird cages, woven furniture and floral accents.

Along with the dcor, other vintage touches lend a feeling of timelessness, as the model sports a furry coat and a hat and net veil at parts of the effort.

Gucci Bamboo The New Campaign

After surveying the birds residing in the cages, the model slips open a door, letting the creatures held within fly into freedom. The parting shot shows the campaign face staring defiantly straight at the camera, pleased to have orchestrated the aviary escape, a nod to what Gucci calls "unconfined liberty."

"All brand elements are now closely tied more than ever," Mr. Zeidan said. "So if the fashion side undergoes a change, then so will every license aspect eventually.

"It is imperative for a brand's creative director to stamp their thumbprint on all business categories."

Same scent, different approach

Gucci's creative director also left his mark with the house's recent fragrance ad that blends the brand's essence with edgy content and a celebrity presence.

Jared Leto is the new face of the fragrance Gucci Guilty and brings his eccentric style to the brand's recent ad campaign. The video's cinematography leans on Gucci's iconic look with a touch of promiscuity that breaks traditional society rules to show off the fragrance's uniqueness ([see story](#)).

Under the creative direction of Mr. Michele, Gucci's aesthetic has been updated with an increasingly surrealist appeal that plays with color, texture, vintage silhouettes and a number of brand motifs. For pre-fall 2016, Gucci wandered among flamingos at a tropical aviary to bring to life the house's flora- and fauna-based prints seen in the collection ([see story](#)).

"This new campaign reflects a commercial and softer side of the fantasy world portrayed in the fashion campaign," Mr. Zeidan said. "As fragrance campaigns tap into the sensual or sexual side of a brand, Michele has succeeded in this transformation of the Bamboo fragrance."