

APPAREL AND ACCESSORIES

## Gucci illustrates New York street ahead of fashion week's start

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*Courtesy of Colossal Wall+ Gucci*

By STAFF REPORTS

Italy's Gucci is celebrating the almost-forgotten art form of hand-painted outdoor advertising with a mural in New York's SoHo neighborhood.

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Painted over the course of six days by Colossal Media, the mural of San Francisco-based illustrator Jayde Fish's "Hermit" was completed Feb. 7. Gucci worked with the artist on the large-scale artwork to promote its women's spring/summer 2017 collection and to usher in New York Fashion Week Feb. 9-16.

Age-old adage

The 2,500-square-foot, blank wall selected for Ms. Fish's project is found on Lafayette Street, between Prince and Spring Streets. Gucci partnered with Colossal Media, an agency specializing in outdoor, hand-painted advertisements.

Gucci creative director Alessandro Michele contacted Ms. Fish for the creation of the mural after discovering her illustrations on Instagram. The relationship has evolved to include Ms. Fish's drawings in the women's spring/summer 2017 collection.

Passersby of the Gucci and Ms. Fish wall can also use Snapchat to access a geofilter created specifically for the mural. Designed by Ms. Fish and available only in the vicinity of the work, the filter may give consumers more cause to visit the area.

The Hermit illustration shows a woman who lives and travels aboard a hot air balloon.



*Courtesy of Colossal Wall + Gucci*

The #GucciArtWall will be on view through March 31.

Public art displays that lean toward street art have become a common tactic for luxury brands aiming for a youthful approach.

For example, Italian fashion label Dolce & Gabbana hit the pavement for a graffiti project with heart.

The latest incarnation of the brand's #DGFamily initiative placed a cartoon drawing of designers Domenico Dolce and Stefano Gabbana, along with their pets, in multiple spots around London and Paris. Dolce & Gabbana's founders frequently reference close relations for their apparel designs and marketing campaigns, keeping the family as a central pillar of the brand ([see story](#)).

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