

APPAREL AND ACCESSORIES

Gucci mixes memories, magic in surreal eyewear effort

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Image from Petra Collins' Gucci film

By STAFF REPORTS

Italian fashion label Gucci is spotlighting its spring/summer 2017 eyewear collection through a personal lens.

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In a short film for the brand, photographer Petra Collins created a fantastical story set in Hungary, where she spent her childhood. Part travel diary and part entertainment, the film paints a picture of local living through a whimsical narrative.

Daydream believers

Ms. Collins cast her family in the film. The short opens on a living room, where her grandmother and two young cousins are watching television.

When the grandmother falls asleep on the couch wearing a pair of bedazzled frames, the children take over, popping a tape into a VCR. Mimicking the moves of a female guitarist on the screen, the girl takes off her grandmother's eyewear to further achieve a rock star look.



Image from Petra Collins' film for Gucci

Seeing a rosy light coming from the next room, the boy and girl run off hand in hand. They find the musician that was on their TV in real life, and dance to a private concert.

Leaving the house through a window, the children run out onto a field where they catch bugs on their hands and climb fences.

Eventually, the pair ends up in a traditional thermal bath-house, where the guitarist appears again, as do other characters they have met along the way.

Petra Collins Imagines a Hungarian Dream for Gucci Eyewear

The 24-year-old Ms. Collins has been a collaborator of media brands including Vogue, i-D and Vice.

Nordstrom chose the Canadian photographer for its spring campaign. The artist's youthful perspective, seen in her snaps of authentic millennial moments, was chosen to portray a sense of newness reflected in both changing fashion and time of year ([see story](#)).

For Gucci, Ms. Collins has been a model on the runway and in the label's fall/winter 2016 campaign. She is also part of an upcoming project, starring alongside Hari Nef and Dakota Johnson ([see story](#)).

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