

APPAREL AND ACCESSORIES

Gucci innovates on the Internet with line of “couture memes”

March 20, 2017

By BRIELLE JAEKEL



Italian fashion house Gucci is turning a social media trend high class and putting its brand in the epicenter in a campaign for its latest watch line.

Gucci has commissioned a line of its own memes, aligning its high fashion brand with common thoughts that consumers of all types can relate to. Gucci's #TFWGucci campaign, which stands for "that feeling when," is a collection of images that feature Gucci products and imagery with text that will encourage users to share.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"For Dawkins, the word referred to pieces of language and culture that were transmitted across time and space, but the Internet has carried that idea of transmission to its extreme," said Kyle Chayka for Gucci. "Memes images or animated GIFs, often with text splashed across them are the common currency of social media, passed from user to user millions times a day.

"New memes constantly emerge and old ones remixed. It's not just familiar standards like Grumpy Cat or Doge," he said. "Visual artists now create memes as a unique form of communication, seeding their ideas across the Internet."

Brands and the Internet

The fashion brand is looking to promote its latest Le March des Merveilles collection of watches through its new meme campaign.

Couture memes is a sector almost previously untouched by luxury brands, until now. Gucci is breaking ground on the Internet through a line of memes with imagery that cater to a high end audience, but with text and feelings that appeal to everyone.

For instance, one meme shows a photo from Gucci's campaign for its latest watch line that depicts a woman with an embellished sparkly, frilly pink jumpsuit in heels and a swim cap. She holds her leg up while she lies around a pool.

Text above the image plays on a common theme seen lately with memes online saying, "When you have Aquagym at 3 p.m. but you need to accessorize your existential angst externally."

When you have Aquagym at 3 pm but you need to accessorize your existential angst eternally.



Gucci's meme

The meme is poking light fun at the photo.

Gucci worked with a series of influencers on social media that are known for creating a series of popular memes. For instance, the previously mentioned post was created from the Instagram account @textsfromyourexistentialist.

Others include similar work from a variety of other Instagram users such as @williamcult and @beigecardigan.

Gucci creative director Alessandro Michele commissioned artists to create original images used in the line of memes.

When he buys you flowers instead of a Gucci watch



Gucci's meme

The fashion brand claims that the campaign is about "the moment of putting on one of the watches."

Internet trends

French fashion house Givenchy similarly encouraged its enthusiasts to "Live Irrsistible," to promote the brand's latest fragrance venture.

With actress Amanda Seyfried as a repeat brand ambassador, the Live Irrsistible fragrance was launched in June, but Givenchy limited its promotional communications for the scent. When promotions did begin, the brand teased candid images of Ms. Seyfried holding up countdown signs to increase anticipation for a "secret" debut ([see more](#)).

Also, plus-sized model and social media influencer Iskra led the way for the top content coming out on Instagram

from New York Fashion Week, as influencer content saw the most engagement well beyond designer content, according to Chute.

Michael Kors and Vogue were the luxury brands amongst the top content creators who saw the most engagement surrounding NYFW. Fashion Blogger was the top hashtag discussed in relation to Fashion Week, alluding to the rise of importance of fashion blogger Instagram influencers for NYFW ([see more](#)).

"To launch the new Le March des Merveilles collection of watches, Gucci commissioned international artists curated by Alessandro Michele to develop original imagery," Mr. Chayka said. "The images were then given to a new class of viral creators already famous on Twitter and Instagram to turn into new memes.

"The result is a curated collection of captioned art designed to help viewers express themselves online," he said.

"Adapted from a popular meme, That Feeling When Gucci is about the moment of putting on one of the watches, when the world suddenly becomes different and time slows down a little bit.

"You might notice something new, as artist Olaf Breuning's faces made from everyday objects suggest."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.