

APPAREL AND ACCESSORIES

## Gucci conjures feelings of self expression for pre-fall

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*Gucci's pre-fall campaign for 2017*

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Italian fashion label Gucci is manifesting the ethos from a movement in a past decade in a pre-fall campaign that celebrates challenging society's conventions.

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Evoking the essence of the underground Northern Soul movement in 1960s England, Gucci's campaign captures dancers in colorful settings, dancehalls and makeshift studios. "Soul Scene" is inspired by Malian artist Malick Sidib's "Made You Look" exhibition at London's Photography Galley about black masculinity and dandyism.

Dancing with fashion

Gucci's pre-fall 2017 campaign looks to embody men and woman who challenge social norms, celebrating self-expression.



*Gucci's pre-fall campaign*

Photographed by Glen Luchford, the ad campaign puts an emphasis on diversity in fashion. Each photograph

showcases Gucci fashion in colorful environments that personifies the underground movement.

Various dancers are shown celebrating flamboyance and enjoying life, but the photographs also keep a strong high-end fashion element.

The campaign grabs consumers' attentions with impressive dance moves caught as stills, and other photographs include an iguana as part of a party.



*Gucci's pre-fall campaign*

Each photo strongly evokes a feeling of spontaneity.

Mr. Sidib in Bamako captured "Made You Look," which initially inspired the shoot, in Bamako, Mali. There he shot a series of photographs of local nightlife and the culture of young natives, exploring freedom and expression achieved in dance.

Gucci first gave fans a look at its pre-fall 2017 campaign by opening the curtain on its casting process.

In a series of films shared to the brand's Instagram, prospective models were asked to open up about their personality through a Q&A and an improvised dance. While many brands feature backstage content taken from the set of a shoot, sharing these early stages of bringing a campaign to life allowed Gucci's followers to gain a greater understanding of the eventual effort.

Gucci's apparent feature of solely black models auditioning therefore got the attention of the fashion community and consumers ([see more](#)).

#### Gucci campaigns

The Italian fashion house also recently translated creative director Alessandro Michele's A Magazine Curated By issue to a new medium through a trio of exhibitions.

Building off Mr. Michele's edition of the collaborative fashion magazine, released last November, the brand and publication are co-hosting a series of three photography exhibits in Asia this spring. Through this multi-city tour, the partners will extend the impact of the issue by presenting it in new format ([see more](#)).

Gucci also turned a social media trend high class and putting its brand in the epicenter in a campaign for its latest watch line.

The label 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 ([see more](#)).

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