

APPAREL AND ACCESSORIES

Gucci transports viewers to dance floor's center in debut VR effort

April 28, 2017



Gucci's pre-fall campaign for 2017

By STAFF REPORTS

Italian fashion house Gucci has used virtual reality videography to give its pre-fall 2017 collection campaign additional depth.

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Titled "Soul scene," the pre-fall 2017 campaign evokes the essence of the underground Northern Soul movement in 1960s England, and features dancers in colorful settings, dance halls and makeshift studios. Soul Scene was inspired by Malian artist Malick Sidib's "Made You Look" exhibition at London's Photography Gallery about black masculinity and dandyism ([see story](#)).

Life of the party

On April 27 during a nighttime event at the Mildmay Club in Stoke Newington, London, Gucci and i-D magazine hosted a celebration for the campaign. There, the brand shared a preview of its first virtual reality film.

Guests of the Gucci x i-D magazine soiree were provided with specially designed Samsung headsets to view the VR-enabled film.

Gucci's Soul Scene in VR puts the viewer at the center of the dance floor, allowing her to become part of the cast of partygoers and dancers. The content is interactive, shot using 360-degree film techniques and affords a unique experience to each viewer.



Campaign still for Gucci pre-fall 2017

As with the print imagery, the VR adaptation of Soul Scene was captured by director Glen Luchford with art direction by Chris Simmonds.

Kering-owned Gucci has also made the Soul Scene VR film available on its [Web site](#). A mobile version has been formatted for the brand's application.

The brand will push the 360-degree film organically and will promote the effort via Facebook in 17 countries.

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