

APPAREL AND ACCESSORIES

Gucci's pre-fall menswear campaign travels to Rome's distant past

May 16, 2017



Gucci's pre-fall Men's 2017 photo series in an old Roman apothecary

By STAFF REPORTS

Italian fashion house Gucci will be rolling out its pre-fall 2017 Men's Tailoring campaign with a photo series set in ancient locales of Rome.

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The campaign will see models showcasing Gucci's latest collection in two unique spaces from Rome's history: the Spezieria di Santa Maria della Scala and the Libreria Cascianelli. These spaces will lend an arcane and dramatic tone to Gucci's latest collection of men's pre-fall clothing.

Ancient history

Gucci's pre-fall campaign will kick off at the end of this week on May 18.

The Italian fashion house is debuting its campaign with a photo series is set in exotic ancient locations of Rome, including a historic apothecary and an early 20th century bookstore.

The Spezieria di Santa Maria della Scala is an apothecary founded by Christian monks in the 16th century, which has since been converted into a museum.

On the other hand, Libreria Cascianelli is 20th century bookstore with a large collection of antique books.

In this setting, photographer Ari Marcopoulos snapped photos of Gucci's models in the new pre-fall collection surrounded by ancient remedies from the apothecary and old books and works of art from the bookstore.



Gucci's pre-fall men's 2017 collection

These settings provide a striking juxtaposition of the old and the new with Gucci's brand-new designs.

Gucci's attempt to transport viewers to a different time and place has been a prevalent theme in recent campaigns, such as a recent virtual reality initiative inspired by 1960s England.

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](#)).

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