

APPAREL AND ACCESSORIES

## Gucci looks to Mr Porter to bring color to special collection

May 23, 2017



Gucci's capsule collection for Mr Porter

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Italian fashion house Gucci is collaborating with online retailer Mr Porter for an exclusive capsule collection with an emphasis on vibrant color.

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"The Keys" is a collaborative film made by Gucci and Mr Porter for the special collection. The vignette features a variety of rooms which each boast a different, vibrant color that represents the collection.

"The uniqueness of the new Gucci line is the "maximalism" take on the line with an added interest of being a line that's gender neutral," said Marci Troutman, CEO of SiteMinis, Atlanta. "This is a turn from the past minimalist view and that less is more."

"The brand's Mr Porter line with a video short to promote should be a win with the newer generations coming up as they will want to be different from the normal, something to make them stand out - I would predict that not just generation Z but continents that have a more relaxed view of clothing styles will embrace this new style with open arms," she said.

### Film and collections

The 11 looks featured as part of the 43-piece capsule collection focus on color with notable outfits such as a yellow tracksuit with Gucci's iconic G symbol featured as blue cubes.

These bright colors are depicted throughout **The Keys** as well.

Mr Porter and Gucci's film starts out with a pinkish sky as it flashes its title, before panning down to a mansion that resembles a castle or fortress on a bright green lawn.

A young man dressed in pieces from the collection stands on the front stairs, sets down his suitcase and pulls the doorbell. A man, whose face cannot be seen and who seems to be a butler, opens the door and hands a key to the young man.

He walks into the house and up the stairs while looking at the estate's impressive art. The key opens a door located

on the second floor.

The young man enters the room. After passing through the doorway his look is instantly changed into a bright blue sweatshirt from the Gucci and Mr Porter collection.

While piano music could be heard subtly in the background, it is now very much noticeable as he sits down at a piano in the room. Like the sweatshirt of the young man, the room is a striking blue.



*Piece from Gucci and Mr Porter's collection*

He strikes the keys, sounding a loud chord and ending the original non-diegetic piano score all together.

The young man walks through a door to another room, which emphasizes a burgundy tone, starting a score that features strings. A man who cannot be seen pours him a drink.



*Piece from Gucci and Mr Porter's collection*

A similar phenomenon occurs when he moves to another room, this time wearing the yellow tracksuit, and begins to play Ping-Pong with another man. Then he walks into the garden where he smells flowers, similar to those emblazoned on a jacket he is wearing at the time.

A doorbell rings, which prompts him to answer the door and pass the key onto the next young man, in the same manner as the film started.

#### Gucci campaigns

Similar in style and photography style to Gucci's pre-fall 2017 menswear campaign, a still lookbook coincides with the film. Models in the still campaign double as the actors in the vignette as well.

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

The campaign sees 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 are lending an arcane and dramatic tone to Gucci's latest collection of men's pre-fall clothing, similar to the capsule collection ([see more](#)).

Gucci also recently used virtual reality videography to give its pre-fall 2017 collection campaign additional depth.

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 more](#)).

"The video short to promote the line could be extremely beneficial to the Gucci brand through social media and has great potential of becoming viral with the creative unique look of the new line," Ms. Troutman said.

"The video short has been created in a way that allows worldwide promotion being language neutral, simple yet

elegant in its delivery," she said.

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