

APPAREL AND ACCESSORIES

Gucci makes a statement with ironic out-of-home placements

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Gucci Art Wall in New York featuring Coco Capitn's writing. Image courtesy of Krista Lindahl, Colossal Media

By STAFF REPORTS

Italian fashion house Gucci is showing off its wittier side through a partnership with Spanish artist Coco Capitn.

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For the autumn/winter 2017 season, the label's creative director Alessandro Michele embellished two pieces that walked the runway with the artist's handwritten aphorisms. Promoting the partnership and the slogan fashion items that will soon be available for purchase, Gucci is broadcasting Ms. Capitn's writings in a large-scale medium.

Writing's on the wall

This project builds on the existing relationship between artist and designer. Ms. Capitn's work was featured as part of Gucci's touring exhibit of young female photographers ([see story](#)).

For fall, Gucci took the collaboration a step further. Ms. Capitn's handwriting was featured on the runway show invitations and on an art piece at the entrance to the show venue.

Along with the two pieces featuring the artist's writing that were worn by models, Mr. Michele also took his bow wearing a logo t-shirt bearing the phrase, "I want to go back to believing in a story."



Gucci fall/winter 2017 runway look featuring Coco Capitt's writing. Image credit: Gucci

Beyond the runway, Gucci worked with Ms. Capitt on a range of items bearing her quirky phrases along with the signature red and green Gucci stripes and gold interlocked G's. Backpacks, belt bags, sweatshirts, t-shirts, hoodies, knitwear and coats will be available for purchase in late July on Gucci's ecommerce site and select brand stores.

Ahead of the line's retail debut, the brand is turning to outdoor placements to get the word out.

In New York's SoHo neighborhood, a 2,500-square-foot wall reads, "What are we going to do with all this future?" A wall in Milan's Largo la Foppa bears the phrase, "Common sense is not that common."



Coco Capittin outside of the mural in Milan. Image courtesy of Delfino Sisto Legnani & Marco Cappelletti

This latest out-of-home display is part of Gucci's ongoing Art Wall project.

The brand first celebrated the almost-forgotten art form of hand-painted outdoor advertising with a mural in New York's SoHo neighborhood.

Painted over the course of six days by Colossal Media, the mural of San Francisco-based illustrator Jayde Fish's "Hermit" was completed Feb. 7. Gucci worked with the artist on the large-scale artwork to promote its women's spring/summer 2017 collection and to usher in New York Fashion Week Feb. 9-16 ([see story](#)).

Mr. Michele has previously mixed art and fashion, working with graffiti artist Trouble Andrew on a series of items featuring his Gucci Ghost artwork ([see story](#)).