

APPAREL AND ACCESSORIES

Gucci goes retro-futuristic for fall/winter 2017

July 25, 2017



Gucci's fall/winter 2017 campaign was inspired by 1950s and 60s' sci-fi. Image credit: Gucci

By STAFF REPORTS

Italian fashion house Gucci's fall/winter 2017 collection has arrived from outer space.

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In April, Gucci took a somewhat strange, sci-fi approach to its marketing with the release of a series of short "casting call" videos featuring aliens and other creatures. The casting call films showed out-of-this-world actors auditioning in front of a neon green screen in alien costumes and pieces from Gucci's fall/winter 2017 collection ([see story](#)).

Beam me up, Alessandro

When the fall/winter 2017 teaser was shared on Gucci's Instagram, the brand stayed quiet about its reasoning for the alien casting. But, now that the fall/winter season is approaching, Gucci has unveiled its full effort.

Gucci's campaign was inspired by the sci-fi genre popular in the 1950s and '60s, including the iconic television program "Star Trek." Using the genre as inspiration, Gucci creative director Alessandro Michele then dreamed up "retro-futurist" settings for the fall/winter 2017 campaign.

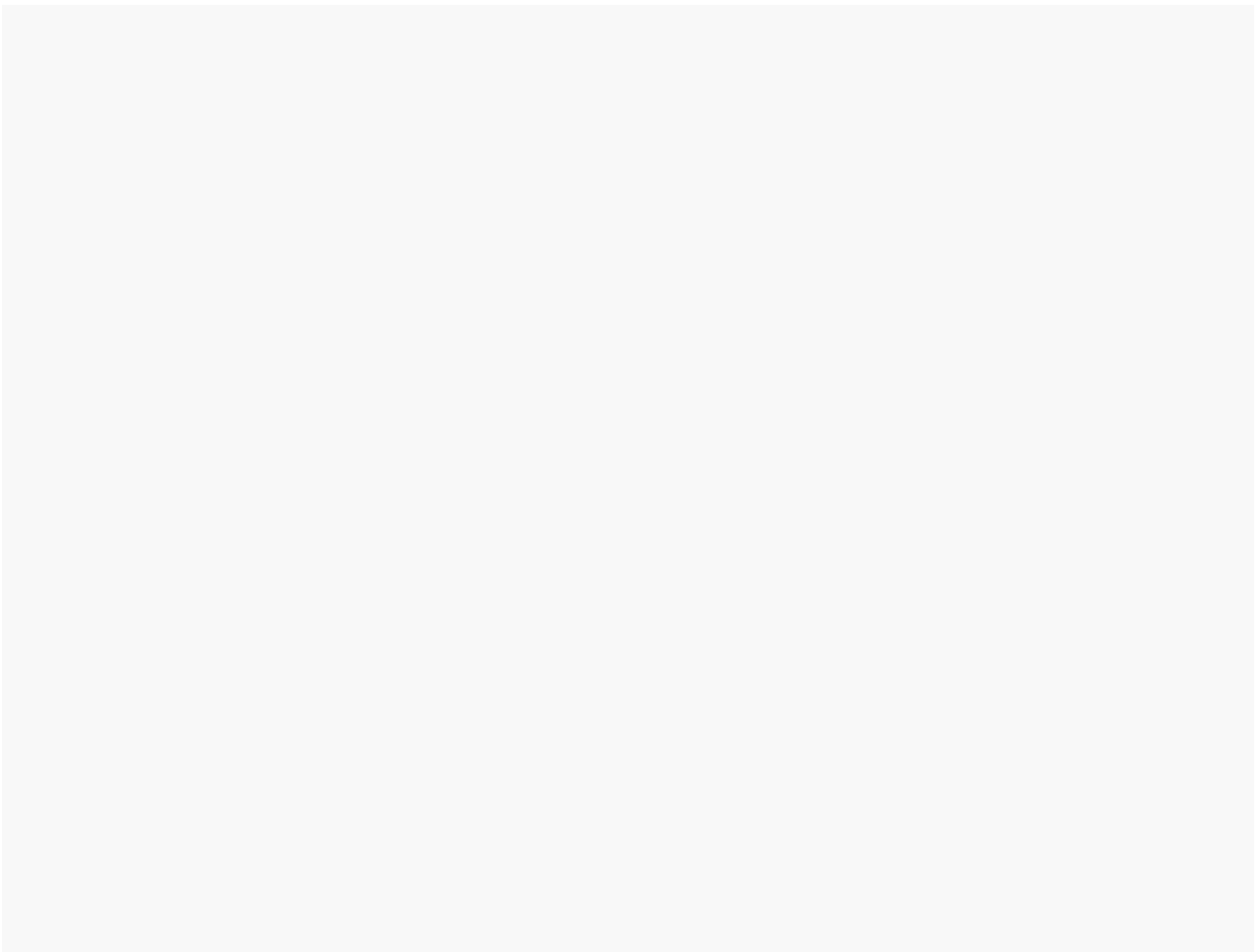


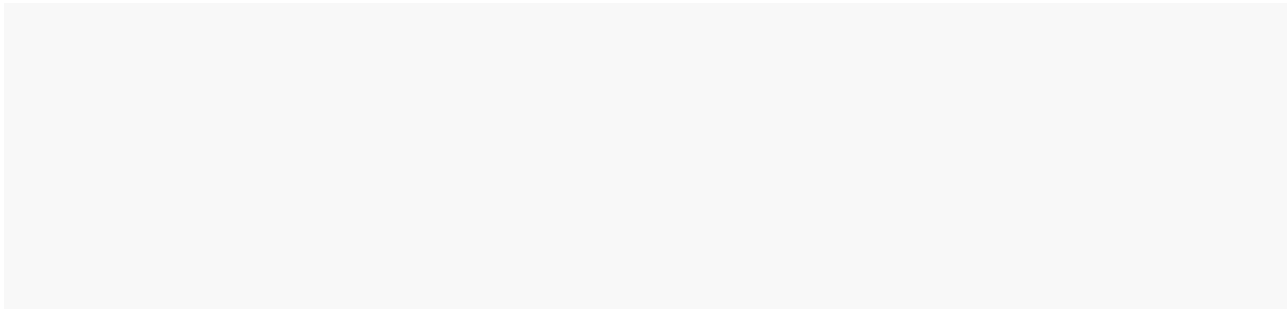
Gucci fall/winter 2017. Image credit: Gucci and courtesy of Universal Studios Licensing LLC

As a result, Gucci's campaign shows its fashions in a "parallel universe" and features a cast of humanoids, aliens, robots and earthlings.

The campaign follows a narrative that begins with humans interacting with extraterrestrial creatures and dinosaurs before being beamed into "surreal, psychedelic outer space landscapes and trippy spaceship interiors," including the Star Trek set.

Gucci fall/winter 2017 was photographed by Glen Luchford, and Christopher Simmonds acted as art director. Hair and makeup were provided by Paul Hanlon and Yadim Carranza, respectively.





Introducing the #GucciFW17 film campaign. Motifs from sci-fi of the 50s and 60s appear in the video alongside a @StarTrek inspiration and the men's and women's collections designed by #AlessandroMichele. #gucciandbeyond
Director: @_glen_luchford Art director: @christophersimmonds Star Trek elements courtesy of CBS. TM & 2017
CBS Studios Inc. STAR TREK and related marks are properties owned by CBS Studios Inc. All Rights Reserved.
Music: "Space 1999" written by Vic Elms, Barry Gray SM Publishing (Italy) Srl 1974 ITC Entertainment Group Limited

A post shared by Gucci (@gucci) on Jul 25, 2017 at 5:46am PDT

The brand is using the hashtag #GucciAndBeyond to promote the fall/winter 2017 campaign.

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