

APPAREL AND ACCESSORIES

Gucci focuses on personal relics for cruise 2018 teaser

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Actress *Miriam Leone* brought a message in a bottle for the Gucci cruise 2018 shoot. Image credit: Gucci, photo by Polly Brown

By STAFF REPORTS

Italian fashion house Gucci is giving followers a glimpse into the characters of its upcoming cruise 2018 campaign through personal objects.

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Instead of sharing images of who will star in the cruise 2018 campaign, Gucci has shared still life photography, shot by Polly Brown, to introduce the faces of "Roman Rhapsody." The objects, ranging from call bells and poem books to basketballs and guitars, were brought by the campaign faces specifically for the cruise 2018 shoot.

Heirlooms, keepsakes and more

Gucci's Roman Rhapsody teaser still photographs include a caption describing the importance of the featured item to the individual who will appear in the cruise 2018 campaign.

For example, the floral call bell was brought by Sonia Hang, the owner of one of Rome's best-known Chinese restaurants.

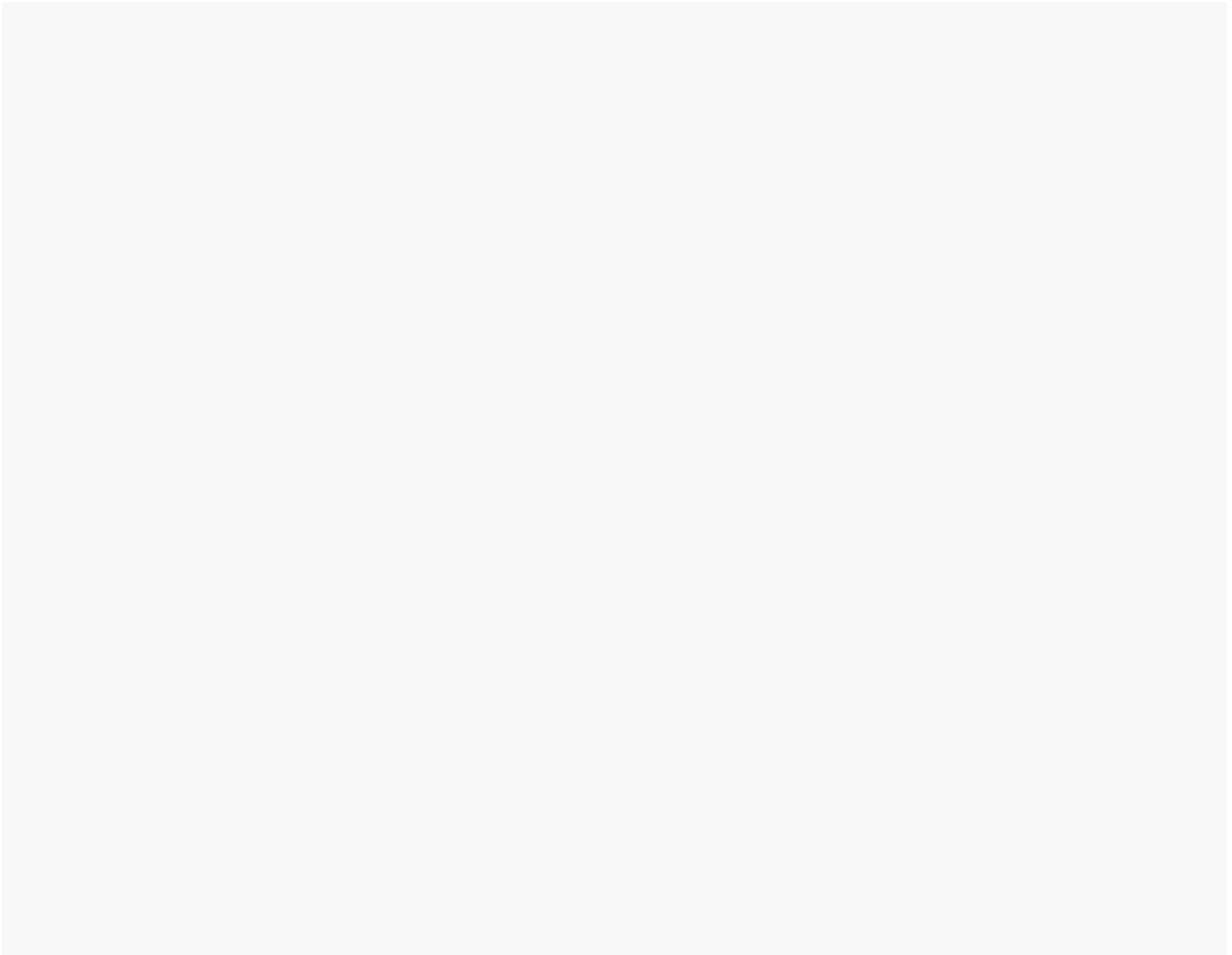


Sonia Hang calls her call bell her best friend. Image credit: Gucci, photo by Polly Brown

Ms. Hang explains why she brought along the call bell by saying, "It's something I can't be without. At work, when I ring it, they all know Sonia is calling and to come see what I need. I don't have to call. I don't have to yell. At work, the bell is my best friend."

Other personal mementos include a Prince Charming costume worn by artist Valerio Sirna as a child and two small mirrors, a family heirloom owned by Rosa Gambino who works at an advertising agency in Rome.

Additional pieces include an original movie script, a small box, a book of Greek poetry, a message in a bottle, a rosary, a buddha and a book of prayers, a worn basketball, a small black dog named Nelson, a metal box with a dragon, a custom-made bracelet and a magnifying glass.



#RomanRhapsody 1. A basketball, selected by music lover and production company assistant @betani_mapunzo. "I played basketball in high school and loved the movement," says Betani. "It's the discipline, having respect for the body, and a strict routine. But also it's about mental strength caring about yourself, being precise and always on time." 2. Nelson the dog, brought in by Caterina de Renzis Sonnino, owner and cultural conservator of @castellosonnino (the setting for the #GucciCruise16 campaign). "Nelson is a beautiful soul," reflects Caterina. "He is an old dog, and a real character. He chose me as his." Special belongings of the characters from the upcoming #GucciCruise18 campaign. Still life: Polly Brown @pollyholiday. #AlessandroMichele -Gucci has made every effort to trace the relevant rightsholders of the objects represented in the photographs. In those instances where rightsholders could not be identified, Gucci kindly requests that any information concerning such rightsholders be forwarded so that appropriate contacts can be made.-

A post shared by Gucci (@gucci) on Sep 2, 2017 at 6:18am PDT

Ms. Brown also photographed a diary, kaleidoscope, an "il Sonno" death mask, a Venetian fan and Russian doll, a scarab beetle in plexiglass, a guitar effects box, a vintage toy horse and a Roman stone. The series also features an acoustic guitar and hunting lure.

All objects include the name and social media handle of the owner and a short reason why it was included.

For cruise 2017, Gucci brought a punk aesthetic to the home of the Duke and Duchess of Devonshire by staging its campaign at their English country home, Chatsworth House. The campaign featured legendary actress Vanessa Redgrave ([see story](#)).

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