

APPAREL AND ACCESSORIES

Gucci focuses on Roman residents for cruise 2018 campaign

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Roman Rhapsody makes regular Romans the central figures. Image credit: Gucci

By DANNY PARISI

Kering-owned Italian fashion house Gucci has unveiled the campaign for its latest cruise collection that sees the brand returning to Rome, the hometown of creative director Alessandro Michele.

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Gucci's "Roman Rhapsody" campaign for cruise 2018 focuses on the raw, candid imagery of regular Romans as they live their daily lives. The photos are captured by legendary British photographer Mick Rock, who has worked with artists such as Lou Reed and David Bowie.

Roman Rhapsody

Since Mr. Michele joined Gucci as creative director in 2015, the brand has seen a notable turn back toward its roots in Italy.

Many of Gucci's recent campaigns focus on Italian culture and art, with an emphasis on the tradition and history inherent in every part of Italy.

For its cruise 2018 collection, Gucci is continuing down that road by paying tribute to Mr. Michele's hometown of Rome.

In its new campaign, Roman Rhapsody, Gucci teamed up with Mr. Rock to capture images of everyday Roman residents.



An image from Roman Rhapsody. Image credit: Gucci

These men and women were photographed candidly in various locations around the city, highlighting the diversity of their experiences as well as the Gucci clothing adorning them.

The photos are deliberately naturalistic and raw, eschewing the more staged and highly produced feel that fashion photo shoots often employ.

Each photograph is structured as a straightforward portrait, but most have other elements added such as a still life on a table or various trinkets and props dotted around the frame.

Additionally, the campaign includes a short film component to complement the photo series.

Roman Rhapsody will begin running globally through Gucci's various channels on Oct. 1.

Faces of Rome

Prior to the full announcement of this campaign, Gucci took an unconventional approach to teasing its reveal.

Gucci gave followers a glimpse into the characters of its cruise 2018 campaign through personal objects.

Instead of sharing images of who would star in the cruise 2018 campaign, Gucci 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 ([see story](#)).

Most recently, the brand has attempted to bury the hatchet on a controversy involving allegations of plagiarism of an independent designer's work.



An image from Roman Rhapsody. Image credit: Gucci

Gucci is making amends with Harlem, NY-based designer Daniel "Dapper Dan" Day by supporting the tailor's work and casting him in a global menswear campaign.

Gucci recently was accused of copying Mr. Day's bomber jacket with puffed sleeves and Louis Vuitton's monogram designed for Olympian Diane Dixon. When the Internet caught wind of the design, Gucci creative director Alessandro Michele had to explain that he was not ripping off Mr. Day, but rather paying homage to his design ([see story](#)).

With Roman Rhapsody, Gucci is returning to the well that has served it in the past with campaigns focused on Italian culture, but the brand has also created love letters to the culture of Britain as well.

Gucci took its love affair with British culture to the next level by partnering with London department store Harrods for a month-long garden-themed installation.

Dubbed "Gucci Garden," the store takeover made use of Harrods' physical space, adorning it with natural imagery, transforming the Victorian department store. This partnership continued Gucci's creative director Alessandro Michele's long infatuation with the United Kingdom and its aesthetic; a thematic throughline in much of the fashion houses' recent designs ([see story](#)).

But Roman Rhapsody is a return to its Italian roots, a campaign focused on the people and culture that gave birth to the creative minds behind one of the country's most-famous fashion houses.