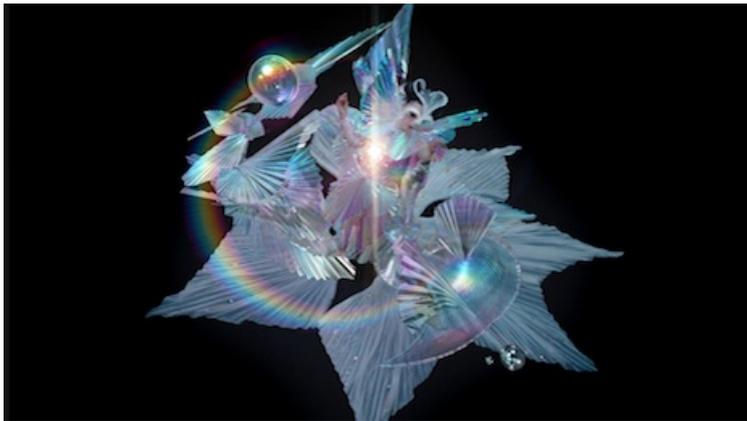


APPAREL AND ACCESSORIES

One-off Gucci dress centerpiece of Bjrk's The Gate

September 19, 2017



Bjrk's bespoke Gucci dress took 870 hours to create. Image credit: NOWNESS

By STAFF REPORTS

Gucci's creative director Alessandro Michele has designed an otherworldly garment for Icelandic singer-songwriter Bjrk's latest music video.

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Directed by Andrew Thomas Huang, Bjrk's music video for "The Gate" premiered exclusively on Nowness, the LVMH-owned artistic video platform. The Gate is the first release from Bjrk's anticipated forthcoming album of the same name which gives a glimpse into the singer's "utopia."

The gate to utopia

Bjrk's The Gate music video is in collaboration with Gucci's Mr. Michele and artist Mr. Huang. The singer describes The Gate as "essentially a love song, but [she] says love' in a more transcendent way."

The romantic and hallucinogenic video is a "declaration of hope sung by a woman refracted and reformed into a luminous whole."

Mr. Michele's dress worn by Bjrk at the arch of the music video is seen as the centerpiece of this reformation. Per Nowness, Bjrk's one-of-a-kind iridescent, almost alien-like dress took 870 hours to make.

Bjrk's The Gate

Also on Nowness, Gucci's Mr. Michele shared his favorite films as a guest curator.

Mr. Michele's picks include 1962's "Mamma Roma," "Dancer in the Dark" from 2000 and Vincent Gallo's "Buffalo 66."

For his work with Gucci, Mr. Michele commonly draws inspiration from his love of different film genres.

Gucci's fall/winter 2017 campaign, for example, 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, Mr. Michele then dreamed up "retro-futurist" settings for the campaign ([see story](#)).

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