

APPAREL AND ACCESSORIES

Gucci turns to multichannel marketing for gift-giving push

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Ignasi Monreal art for Gucci's Gift Giving book. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion house Gucci is making digital a main focus of its holiday promotions, with efforts ranging from interactive content to a Web site takeover.

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Giving consumers numerous ways to discover its gift ideas, Gucci is launching peer-to-peer communications, out of home displays and scannable store windows. While many consumers have moved their research online, the physical marketing and retail environments still hold sway over shoppers, making Gucci's crosschannel approach a strategic move.

Mythological marketing

For the holidays, Gucci is renewing its partnership with Spanish artist Ignasi Monreal. Following the partners' collaboration on cruise 2018 runway show designs, Mr. Monreal is putting his touch on Gucci's Gift Giving book.

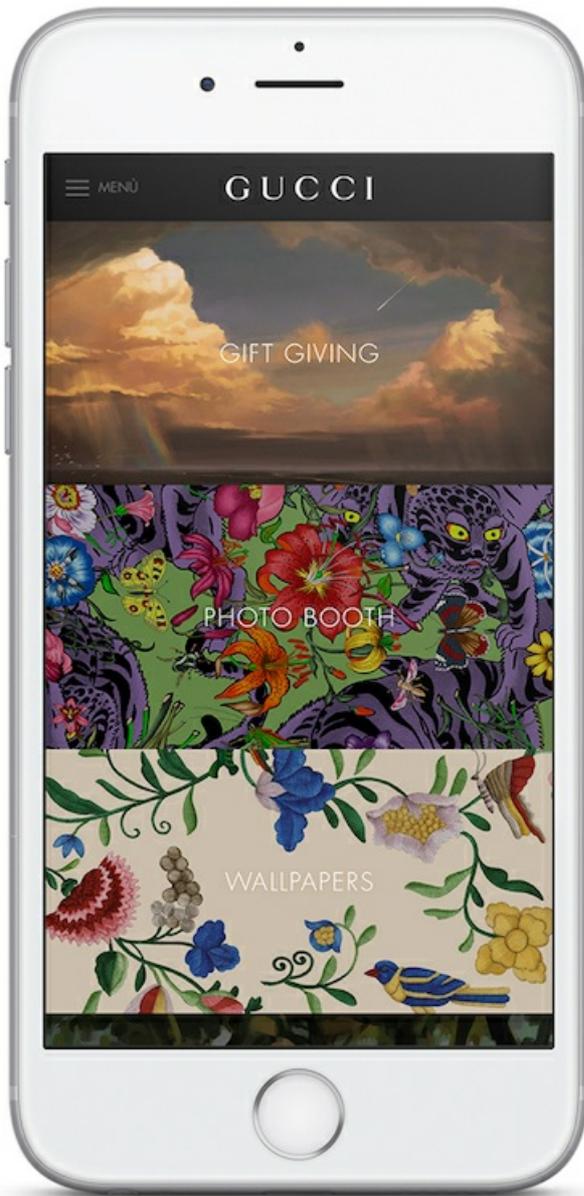
The digitally created artwork in the catalog is inspired by the Greek myth of Icarus.

"Icarus fascinates me because of his story, which could be read a bit like a mantra, I guess," said Mr. Monreal in a statement. "If you fly too close to the sun, you're going to get burned. If you fly too low, you're going to drown in the sea.

"It feels quite bluntly obvious, but I find it quite timeless, and reassuring. You have to find the middle point to land on the other side," he said. "It's not a cosmic science, just a tricky human condition. Icarus himself is a very romantic character and of course symbolic of everything young and pretty. Very East London."

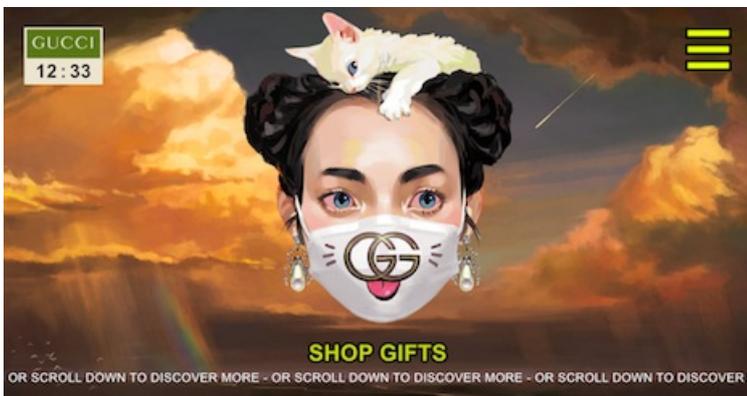
Within the art, Gucci's gifting collection is featured, with items including belt-bags and small leather goods.

On mobile, Gucci's application will feature special content, including an interactive version of the Gift Giving book. Within the app, consumers can also decorate photos with filters or personalize and send digital greeting cards.



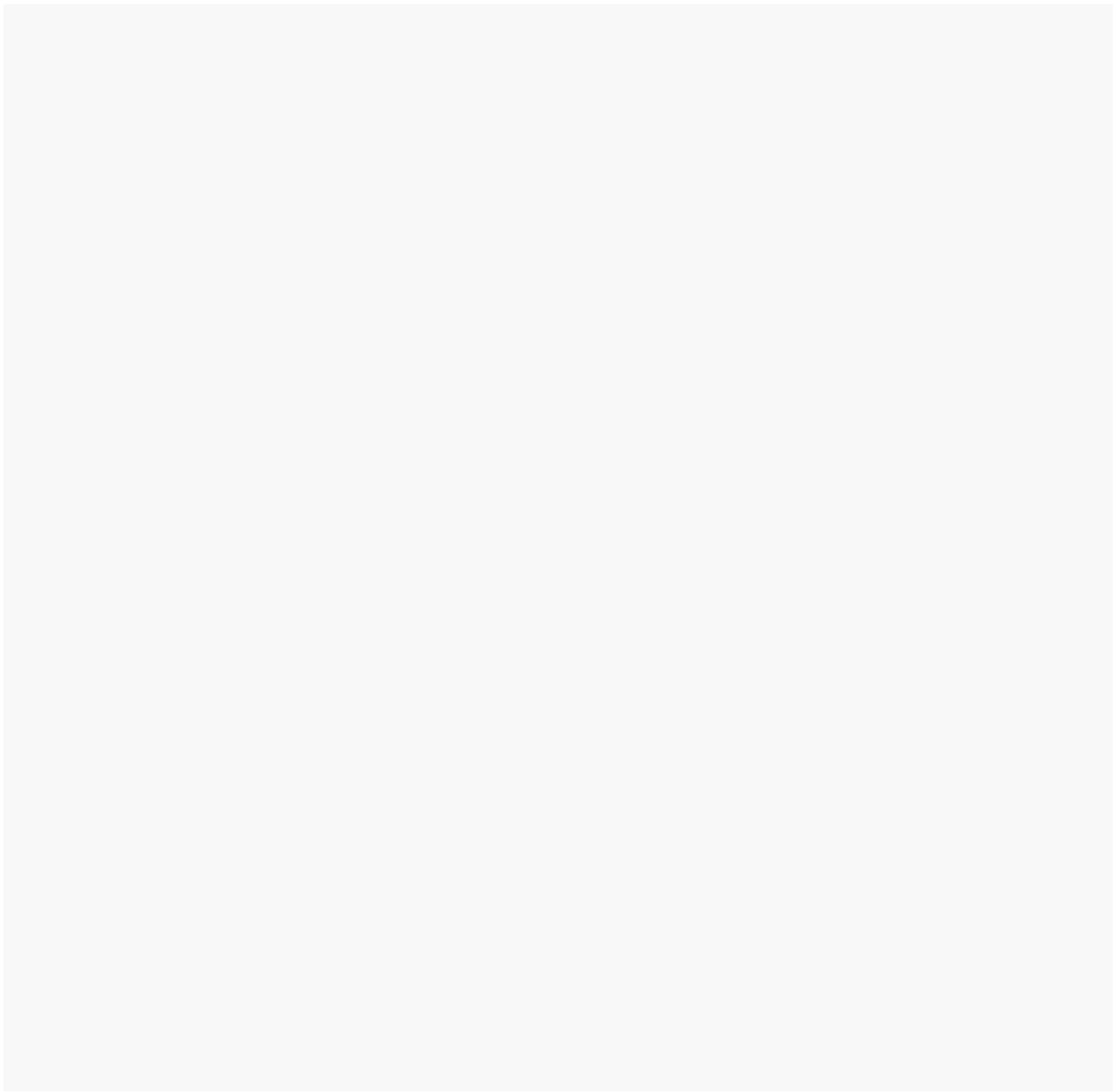
Screenshot of Gucci's app. Image courtesy of Gucci

Gucci's Web site homepage has been given a makeover for the holidays, with an art takeover.



Gucci's Web site for holiday 2017. Image credit: Gucci

Creating a connection between digital and physical, passersby outside Gucci store windows can use the app to scan a sticker, which will animate the panes, taking them in the "Cabinet of Curiosities."



2/6 For the 2017 #GucciGift campaign, artist @ignasimonreal illustrates Greek mythology, alchemy and eclectic characters with a selection of #Gucci products. Discover more through link in bio. #AlessandroMichele #GucciCruise18

A post shared by Gucci (@gucci) on Nov 14, 2017 at 8:44am PST

The window designs feature neon pink-wrapped "temples" to gifting, with ornate cabinets displaying products and featuring words from Lorenzo de' Medici's "Trionfo di Bacco e Arianna," which centers on Bacchus.

Wood-paneled rooms feature rotating yellow mannequins and yellow room decorations.

For the holidays, Gucci is also updating its Art Walls in Milan and New York with illustrations that feature its eyewear. These large-scale murals have seen a number of other artist collaborations since the concept debuted earlier this year ([see story](#)).