

APPAREL AND ACCESSORIES

Gucci's spring campaign paints surreal "Utopian Fantasy"

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Gucci's spring/summer 2018 campaign is a collaboration with Ignasi Monreal. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion house Gucci is flaunting its latest designs through fantastical art.

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For spring/summer 2018, Gucci is continuing its partnership with artist Ignasi Monreal, tapping the artist to capture its products in his photorealistic style. While fashion illustration has seen a resurgence in popularity in recent years, the format is still uncommon enough to visually differentiate brands.

Mythical marketing

Gucci previously worked with Mr. Monreal on its cruise 2018 runway show designs and its holiday campaign. The artist put his touch on Gucci's Gift Giving book, with digitally created artwork inspired by the Greek myth of Icarus ([see story](#)).

Mr. Monreal's artwork for Gucci's spring/summer campaign takes reference from the elements earth, sea and sky.

Illustrations imagine surreal scenes with mythical characters, such as a knight in armor on a horse who is using a smartphone and toting a Gucci bag. Another finds three Gucci-clad friends fishing for airplanes while perched atop a cloud.



Gucci spring/summer 2018 campaign. Image courtesy of Gucci

Promoting Gucci's sweater featuring the Disney cartoon character Snow White, Mr. Monreal imagined a branded version of the heroine, complete with glasses and pants.

Gucci's campaign will break in January.



Gucci spring/summer 2018 campaign. Image courtesy of Gucci

Under the influence of artistic director Alessandro Michele, Gucci's campaigns have lately leaned toward the surreal.

For instance, the brand's fall/winter 2017 collection arrived from outer space.

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

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