

MEDIA/PUBLISHING

Gucci, GQ embark on global spiritual journey in native effort

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Gucci and GQ's The Performers is coming back for five more episodes. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is teaming with Condé Nast men's magazine British GQ to highlight the stories of creative individuals.

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The second installment of their collaborative series "The Performers" follows five influential men as they travel to a place that shaped them. Rather than one-off articles, today native content partnerships often revolve around ongoing campaigns or series, allowing a brand and publication to make more of an impact.

Performance art

The first five episodes of Gucci and GQ's *The Performers* were released last year.

Each of the five men profiled, who have occupations such as architect, artist and actor, was asked to choose a location that inspires them anywhere in the world. The films then transports these influencers to these destinations, with Gucci's president and CEO Marco Bizzarri and GQ's editor in chief Dylan Jones serving as hosts.

Mr. Jones also serves as curator and executive producer for the series.

Previous profiles have included Primal Scream frontman Bobby Gillespie and Michelin-star chef Massimo Bottura ([see story](#)).

Kicking off the 2018 edition is Scottish post punk dancer and choreographer Michael Clark, who also founded an eponymous dance company. In the sixth episode, he is seen dancing in Tokyo's love hotels channeling David Bowie with looks styled by Luke Day, fashion director at GQ.

Embedded Video: <https://www.youtube.com/embed/D5hucpH05jI>

Gucci x GQ The Performers Michael Clark

"This continued collaboration presents a wonderful opportunity to showcase 'The Performers,' culturally relevant talents who inspire us, markers of taste, class and creativity," Mr. Jones said in a statement. "Michael Clark showcasing his restless creativity is a fitting way to debut Act VI."

The Performers will be shared across the social accounts of Gucci and GQ, including the magazine's international editions.

Gucci has partnered with Condé Nast before for long-form, cinematic native campaigns.

Working with filmmaker Gia Coppola, Gucci produced a series of four short films that tell a modern interpretation of the myth “The Legend of Orpheus and Eurydice.” This first-of-its-kind partnership for the brand and media group premiered exclusively across six Condé Nast titles and Gucci’s Web site ([see story](#)).

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