

MEDIA/PUBLISHING

## Gucci, GQ embark on global spiritual journey in native effort

March 19, 2018



*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 Cond Nast men's magazine British GQ to highlight the stories of creative individuals.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

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.

*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 Cond 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 Cond Nast titles and Gucci's Web site ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.