

APPAREL AND ACCESSORIES

## Gucci celebrates connection and history in Vogue-produced photo series

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*25 Ways to Gucci was produced by Vogue. Image credit: Gucci*

By STAFF REPORTS

Italian fashion house Gucci has teamed with Cond Nast's Vogue magazine to create a series of photographs showcasing its fashion around the world.

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In a new campaign called "25 Ways to Gucci," the brand is showcasing siblings, parents and children and other groups of people from countries around the world wearing pieces from Gucci's collections. Despite the diverse backgrounds of the models, all of the photographs in the first installment of the series were shot on the streets of New York.

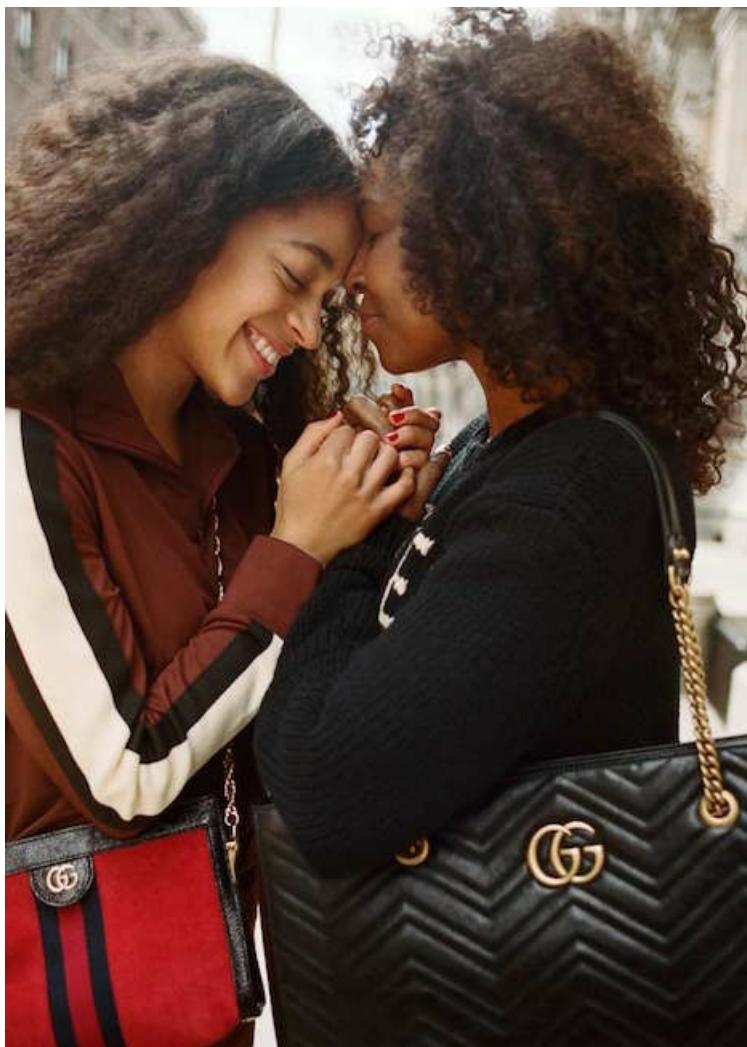
### Vintage collection

Gucci's latest campaign does not highlight clothes from a specific collection.

Instead, the brand has focused on combining vintage pieces along with newer ones to create an eclectic series of looks.

This sense of eclecticism is mirrored in the brand's choice of models. Gucci and Vogue have worked to gather together models from across the United States and from diverse backgrounds.

For example, some photos feature professional models, college students, artists and photographers.



Lora Simpson and daughter Zora Casebere. Image credit: Gucci

The series also highlights connections by pairing up models with people they have close relationships to. For example, artist Lorna Simpson is photographed in vintage Gucci clothing along with her daughter, while photographer Kathy Lo appears with her young son.

The washed out imagery along with the vintage clothing celebrates New York's long history as a fashion capital as well as Gucci's heritage.

Most recently, Gucci has responded to increased demand for its designs by opening a center of excellence for leather goods and shoes.

Dubbed Gucci ArtLab, the almost 400,000-square-foot facility will focus on activities such as prototyping, experimentation and research and development. Demand for Gucci products has nearly doubled in the last three years, spurring the brand to invest in craftsmanship, innovation and infrastructure that will shorten its lead times ([see story](#)).

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