

FRAGRANCE AND PERSONAL CARE

## Gucci recruits team of artists for Acqua di Fiori campaign

April 30, 2018



*Gucci's new fragrance campaign is created by women artists. Image credit: Gucci*

By STAFF REPORTS

Italian fashion house Gucci is rolling out a new digital campaign promoting its latest fragrance Acqua di Fiori.

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The campaign was created entirely by female artists, supporting Gucci's stance in hiring a more diverse set of creative talent for its campaigns. The digital campaign features 15 female artists and writers who have created content for the campaign.

### In bloom

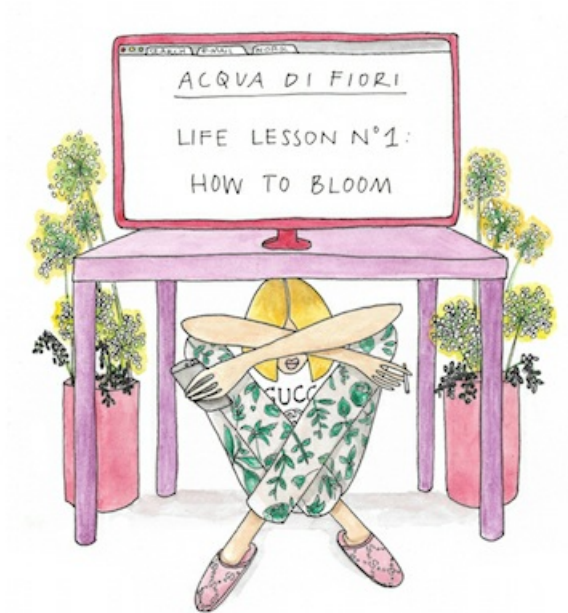
Gucci's new campaign for Acqua di Fiori will play across the brand's social media pages, with a focus on Instagram.

As part of the campaign, 15 female artists have come together to combine art, poetry and other texts into a series that will be posted on the brand's Instagram account.

Beginning April 30, different pieces from the collection of art will be posted daily, featuring paintings, illustrations and poetry from a diverse group of artists. Each post will be supported with the hashtags #AcquadiFiori and #InBloom.

The artists have worked elements of the fragrance into their work, such as incorporating the shape of the bottle or the pale green of the scent itself.

Artists such as Phoebe Collings-James, Frances Cannon, Emma Allegretti and Joy Miessi are among the group of women who have made the campaign a reality.



*A piece from the campaign by Emma Ellegretti. Image credit: Gucci*

Gucci has worked heavily with artists for previous campaigns, blurring the lines between art and luxury many times. For instance, Gucci is exploring the concept of originality through an upcoming exhibition curated by artist Maurizio Cattelan.

"The Artist is Present," bowing in Shanghai on Oct. 10, will focus on the role imitation plays in creative pursuits. Teasing the collaborative project, Gucci filmed Mr. Cattelan on a visual journey through the Chinese city ([see story](#)).

Gucci's parent company Kering saw a significant rise in profit during the first quarter of 2018, as it continues to focus on its luxury brands and sell off its mass market assets.

Gucci saw a growth of 19.6 percent in sales on a comparable basis and Saint Laurent saw a 19.6 percent increase in sales. The former totaled 1.8 billion euros, or \$2.2 billion in revenue, and the latter saw 408.2 million euros, or \$493 million at current exchange ([see story](#)).