

APPAREL AND ACCESSORIES

## Gucci translates pre-fall campaign to city murals

May 9, 2018



*Gucci Art Wall in New York. Image courtesy of Colossal Media*

---

By STAFF REPORTS

Italian fashion label Gucci is taking its protest-centric pre-fall campaign to the streets in the latest edition of its Art Wall effort.

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

In Milan, New York, London and Hong Kong, Gucci is taking over city walls, creating a large-scale out-of-home placement for its advertisements. The ongoing Art Wall initiative has brought back a classic form of advertising through artistic collaborations.

### Protest promotion

Gucci's latest advertising campaign takes customers not just to another place in the world, but to another point in time.

The pre-fall 2018 collection and surrounding campaign are primarily inspired by the 1968 period of civil unrest in France, particularly the student movements that flared up to protest imperialism, capitalism and inequality. By tapping into this unapologetically political theme, Gucci is making a powerful statement about what it wants this collection to represent ([see story](#)).

Translating this campaign to out-of-home displays, the brand has painted photographer Glen Luchford's images to walls.

In New York, Gucci has taken over a wall on Lafayette Street in SoHo, while London's Art Wall is located in East London on Brick Lane. Milan's Art Wall is in Largo la Foppa.



*Gucci's Art Wall in Milan. Image courtesy of Delfino Sisto Legnani and Marco Cappelletti*

Gucci's Art Wall in Hong Kong is on D'Aguilar Street in Lan Kwai Fong. This display also features apparel and accessories from the brand's pre-fall collection.

To bring this effort to life in an outdoor medium, Gucci partnered with Colossal Media in New York and Urban Vision in Milan and London.

The Italian label previously continued its creative relationship with Spanish artist Ignasi Monreal as the house looks to expand the footprint of its Art Walls mural series.

Mr. Monreal recently collaborated with Gucci on its Gift Giving campaign for the 2017 holiday season, which included a dedicated book as well as Art Walls for the Gucci Bloom fragrance and eyewear collection. Gucci's Art Walls concept pays homage to traditional advertising methods that saw murals hand-painted on the sides of buildings in heavily trafficked areas ([see story](#)).