

JEWELRY

Gucci taps a fashion icon to tell its fortune

May 15, 2018



Gucci shows off its jewelry in its new campaign; Image credit: Gucci.

By STAFF REPORTS

Italian fashion label Gucci is looking to the past to tell the future in its new campaign.

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

Tippi Hedren, iconic fashion model and actress of the 1960s, plays a fortune-teller for Gucci in its latest film, which draws a feeling of mystique. Set in an elaborately decorated Los Angeles interior, young people visit a fortune-teller while modeling Gucci's new jewelry collection.

Telling fortunes

Gucci's 30-second spot opens with Ms. Hedren's eyes as she can be heard saying, "I see something shining, glittering like gold."

A young woman walks up to the gates of the fortune-teller shop with her friend. The two enter as the film focuses on the Gucci jewelry that they are wearing.

Ms. Hedren is able to connect them with the beyond by holding onto a piece from the Gucci jewelry collection.

Gucci's film and subsequent still campaign feature its Gucci Ouroboros, GG Running and Le March des Merveilles fine jewelry collections, as well as its G-Frame and G-Timeless timepieces and new automatic watches.

Gucci jewelry campaign

"The star of the campaign is undoubtedly legendary American actress Tippi Hedren, who, after a career as a successful fashion model, became celebrated for her work with director Alfred Hitchcock in 'The Birds' and 'Marnie,'" said Gucci in a statement.

Gucci's whimsical and mysterious campaign is similar to many of its creative endeavors.

The Italian fashion house also recently flaunted its latest designs through fantastical art.

For spring/summer 2018, Gucci is continuing its partnership with artist Ignasi Monreal, tapping the artist to capture its products in his photorealistic style. While fashion illustration has seen a resurgence in popularity in recent years, the format is still uncommon enough to visually differentiate brands ([see more](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.