

APPAREL AND ACCESSORIES

Gucci taps Harry Styles for tailoring campaign

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Gucci autumn/winter 2018 men's tailoring campaign. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is combining celebrity and down-to-earth cuisine in its latest menswear efforts.

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Starring pop singer Harry Styles, Gucci's autumn/winter 2018 men's tailoring campaign was shot at a take away fish and chips shop. While focused on sartorial attire, Gucci's campaign captures a more humble portrait of British life.

Fish and chips

Gucci's campaign was artistic directed by Christopher Simmonds. Photographer Glen Luchford shot Mr. Styles on location at a fish and chips shop, or "chippy," an eatery style that dates back to the 1860s.

Consumers can come to these decades-old shops for battered cod, French fries and mushy peas.

In a campaign film, Mr. Styles walks through a residential neighborhood carrying a chicken under his arm. He arrives at the chippy, where his pet attracts attention from other customers.

Set to the John Lennon and Paul McCartney song "Michelle," performed by Blac Rabbit, the film ends as Mr. Styles is seen digging into his fried food.

Gucci Men's Tailoring campaign: Harry Styles

The still images also center on animals, as the music artist is captured feeding his pet chicken and dog.

Gucci's campaign will break in June.

The brand has previously celebrated Britain through marketing and initiatives.

Gucci took its love affair with British culture to the next level by partnering with London department store Harrods for a month-long garden-themed installation.

Dubbed "Gucci Garden," the store takeover makes use of Harrods' physical space, adorning it with natural imagery, transforming the Victorian department store. This partnership continued Gucci creative director Alessandro

Michele's long infatuation with the United Kingdom and its aesthetic; a thematic throughline in much of the fashion houses' recent designs ([see story](#)).

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