

JEWELRY

## Gucci targets Chinese jewelry customers with still campaign

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*Chris Lee stars in new campaign for Gucci*

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By STAFF REPORTS

Italian label Gucci is working with a new ambassador in an effort to capture the Chinese segment.

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Chinese singer and actress Chris Lee is working with Gucci for its new timepieces and jewelry advertising campaign. The photographic campaign is inspired by Flemish still life paintings in the Dutch golden age.

Timeless timepiece campaign

Ms. Lee is featured in images surrounded by fruit, flowers and vases, as she models the pieces in the campaign.

Photographer Julia Hetta and art director Christopher Simmons styled and shot the photo shoot with the Chinese actress.

Ms. Lee wears watches such as a G-Frame with yellow gold PVD case and a cream-red-blue Sylvie web with mother of pearl dial and bright snakeskin strap. She also models a G-Timeless fitted with a steel case and studded bezel, pastel cobalt leather dial and strap with printed snake motif, as well as a G-Timeless featuring yellow gold PVD case, studded bezel, beige leather dial and strap with flower print.

The jewelry featured includes GG Running rings, earrings and in yellow and white gold, diamond necklaces, Le March des Merveilles necklace, bracelets and rings in yellow gold with diamonds, aquamarine, pink tourmaline, beryl, jade, onyx, turquoise and pink opal.

Gucci's timepiece campaign will launch in July.



*Gucci shows off its timepieces in new campaign. Image credit: Gucci*

It follows another iconic timepiece campaign from the brand that launched not long ago.

The fashion label looked to the past to tell the future in its new campaign.

Tippi Hedren, iconic fashion model and actress of the 1960s, plays a fortune-teller for Gucci in its recent 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 ([see story](#)).

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