

APPAREL AND ACCESSORIES

Gucci brings documentary-style filming to fictional characters

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Gucci creates character's to spotlight the eccentricities of collecting. Image credit: Gucci

By BRIELLE JAEKEL

Italian fashion label Gucci has created a series of eccentric characters to embody its new campaign in which it highlights the obsessiveness that comes with art collecting.

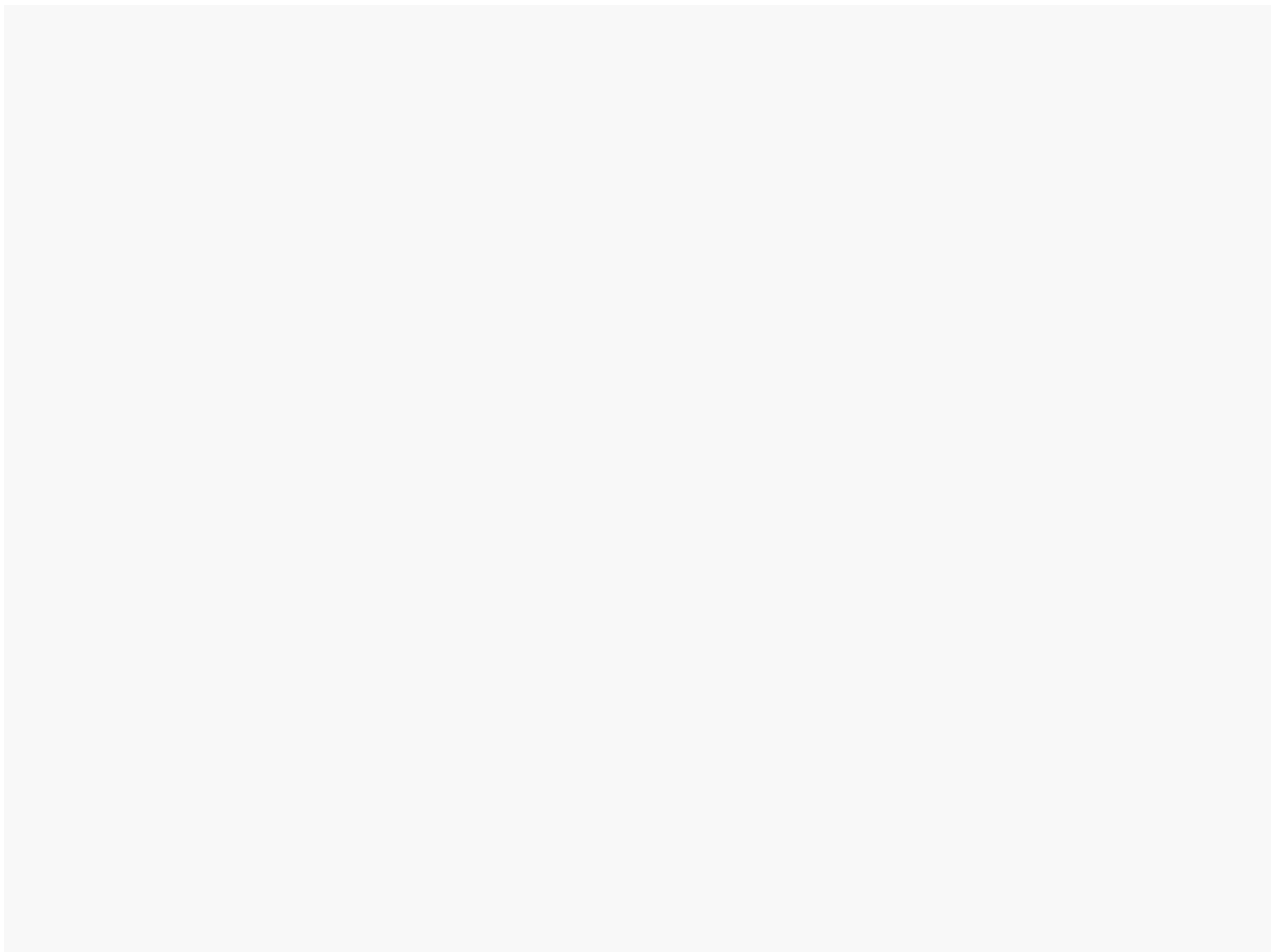
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A variety of imagined characters, who are collectors of arts and artifacts, act as the subject for a series of short clips and still photography for Gucci's latest campaign. The content acts as a unique look at individuals who are passionate about their collections in the style of a documentary, but it is completely fabricated with an unmistakable Gucci aesthetic.

"Gucci's unique campaign is a smart way to gain notoriety on social media," said Tina Wyatt, associate at **OPI PR**. "Its following on Instagram and beyond is significant, but continuing to create content that captures its audience is important."

Collecting eccentricities

Gucci has launched its campaign with a few short films on social media featuring its characters, such as a butterfly collector, a painting enthusiast and a plush toy fanatic.



"It's like a dream, it's like walking in the woods and getting lost," The Butterfly Collector, one of the characters of the #GucciFW18 campaign, captured by @_glen_luchford. #GucciCollectors Creative Director: #AlessandroMichele Art Director: @christophersimmonds

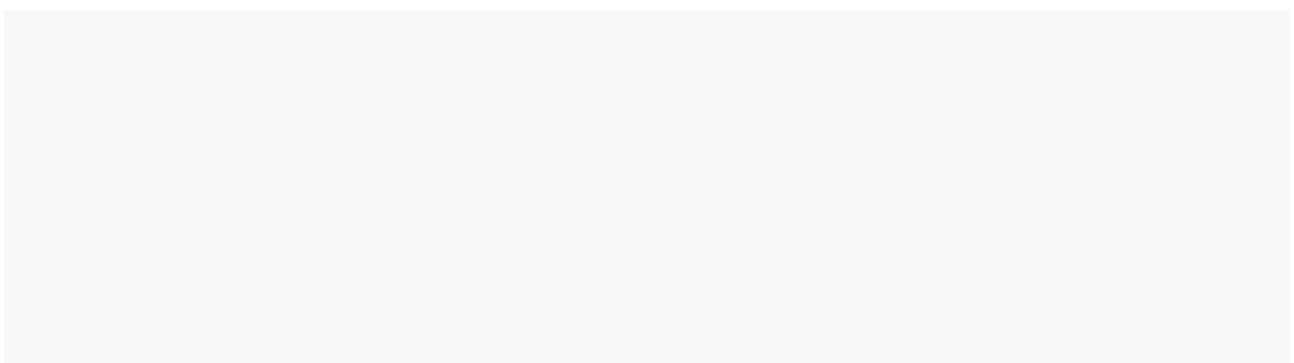
A post shared by Gucci (@gucci) on Jul 2, 2018 at 3:37am PDT

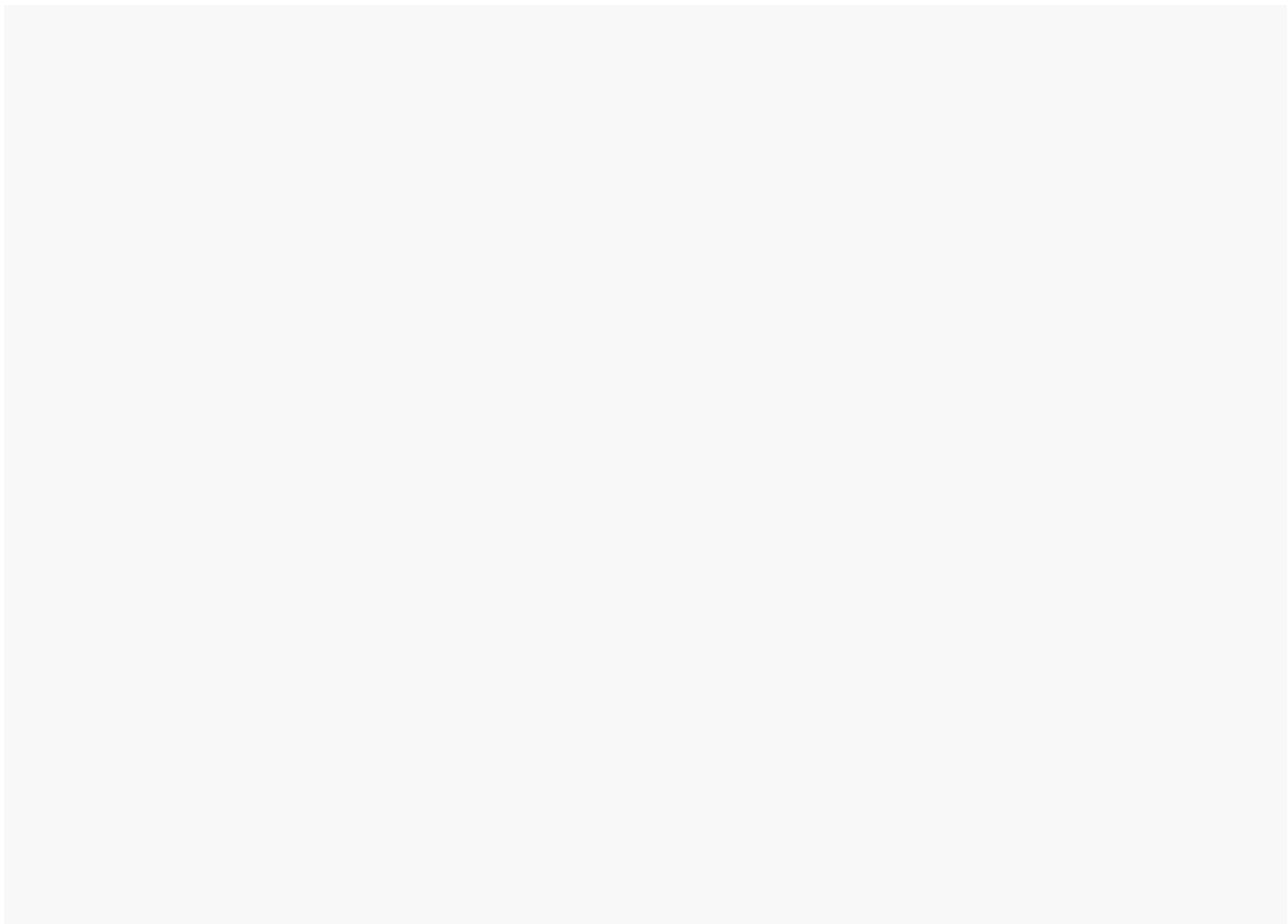
Instagram post from Gucci

"It's like escapism," says the Butterfly Collector in one of Gucci's first films when asked what it is about butterflies that attracts her, "for their beauty is so fragile, I can stare and look at them for hours."

She says she has stopped counting them after a while, she has so many and that the number of her collection is not the point. The collector explains that it is like getting lost in the woods and being OK with it.

The Painting Collector features an eccentric man who explains that his collection is more than just a part of his life, it is his whole life, as he walks around his room filled with wall-to-wall paintings. "A lot of people, they do not know what their purpose is," he says. "I know what mine is."





"A lot of people... they don't know what their purpose is, I know what mine is," The Painting Collector. Set in rooms filled with objects, #GucciCollectors, the new #GucciFW18 advertising campaign is inspired by eccentric personalities who are passionate collectors. Photographer: @_glen_luchford Creative Director: #AlessandroMichele Art Director: @christophersimmonds TM, & 2018 Paramount Pictures. All Rights Reserved

A post shared by Gucci (@gucci) on Jul 2, 2018 at 6:49am PDT

Instagram post from Gucci

It is impossible for the Plush Toy Collector to ever finish his collection, he tells producers in his film, explaining that he grows an attachment to each stuffed toy.

"They come to me, I don't find them," he says, before introducing his newest addition, a small plush bear named Emma.

These fictional collectors, who are very eccentric looking, are the faces of Gucci's still campaign as well, touting its fall/winter 2018 line.

Gucci gang

The Italian fashion house also recently inaugurated two new rooms at its Florentine gallery space with an exhibit that looks back on the brand's partnership with recording artist Bjrk.

Opened in January, Gucci Garden was situated outside of its branded museum in the Palazzo della Mercanzia, offering visitors permanent displays, retail and a dining concept. Now, Gucci expanded on its galleries with the addition of a pair of period rooms that will host revolving installations ([see story](#)).

Gucci also worked with a new ambassador in an effort to capture the Chinese segment.

Chinese singer and actress Chris Lee worked with Gucci for its new timepieces and jewelry advertising campaign. The photographic campaign was inspired by Flemish still life paintings in the Dutch golden age ([see story](#)).

"The uniqueness to Gucci's campaign will help stand out amongst the crowded social media environment," Ms. Wyatt said.

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