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## Gucci embraces the ordinary in global photo project

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*Gucci's #TimeToParr captures frozen moments. Image courtesy of Gucci*

By SARAH JONES

Italian fashion label Gucci is putting a lens on everyday activities in a photography series that explores the notion of time.

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Gucci tapped British documentary photographer Martin Parr to capture its watch collections in places around the world that are significant to its brand. The resulting #TimeToParr snapshots depict candid moments rather than overly staged shots, placing Gucci's timepieces in the context of real life.

"Today, consumers' short attention spans demand cultural relevance," said Olsen Almeida, art director at **MDG Advertising**, Boca Raton, FL.

"Understanding where the product has come from and how it's relevant is important to a consumer," he said. "The timepieces from Gucci stand out in mundane settings, even though they may not be the focal point of the image.

"From an industry perspective, fashion watches reach into the 'attainable luxury' segment by having a retail price starting in the \$600s, allowing Gucci's campaign to cleverly show wearable, yet fashionable, timepieces on real people. This helps the consumer realize the everyday utility, while still displaying the lavish nature of these watches.

"The photography showcases a person's daily journey, and the Gucci timepiece is along for the ride."

Mr. Almeida is not affiliated with Gucci, but agreed to comment as an industry expert. **Gucci** was reached for comment.

### Picturing time

Mr. Parr is known for his sense of humor. His photography often captures individuals who are frozen in time in a manner that satirizes culture or human nature.

Despite this comical approach, the artist says he aims for his work to be more observational than mean spirited.

For Gucci, Mr. Parr set out to nine Gucci Places to shoot the brand's timepieces. Rather than featuring models, the photos use the locations' employees and visitors as the subjects.

Outside of the Dapper Dan atelier in New York's Harlem neighborhood, a man wearing a camel-colored coat hails a taxi. While only his arm is shown, the viewer gets a sense of his style through a devilish ring on his finger.



*Image from Gucci's #TimeToParr. Image courtesy of Gucci*

At Chatsworth House in Derbyshire, a man and a woman are shown taking a selfie. The man's wrist that is holding up the phone is accessorized with a Gucci watch.

Mr. Parr also shot two women at Biblioteca Angelica in Rome amid a rainstorm. One woman attempts to fix an outturned umbrella while her companion poses for a selfie.



*Image from Gucci's #TimeToParr. Image courtesy of Gucci*

At Gucci Garden in Florence, a watch-clad arm stretches down to feed crumbs to pigeons on the cobblestones.

A short film expands on the idea of finding interest in the everyday. Individuals around the globe are seen doing tasks that are often overlooked, such as pressing a button on a stoplight to get a walk signal.

Subjects are shown getting coffee at a caf, browsing through books at a library or walking city streets.

Gucci's watches also turn up in unexpected places. An orange at a fruit stand wears a timepiece, while another watch is picked off a pear.

While Gucci has frequently worked with artists for social media series, this marks the first time the brand has engaged a single artist for this type of campaign. #TimeToParr is also a first for Mr. Parr, as he has not previously done an Instagram-exclusive project.

"Gucci has been at the center of fashion for a very long time," Mr. Almeida said. "#TimeToParr allows the brand to revisit its history from its 'humble beginnings' and use it to draw inspiration to market to a new generation of customers. It makes the brand more accessible to a new generation of Gucci consumers and builds loyalty amongst existing ones.

"Martin Parr is masterful in showcasing how we live, how we display ourselves and what we deem important," he said. "#TimeToParr exemplifies how Gucci's timepieces fit into daily society and examines the nature of time

through everyday people wearing the watch as they go about their day.

"With #TimeToParr, Gucci brings an artistic lens to their product to show how the combination of aspirational style and modern life merge into a beautiful blending of the reality of now, with a nod to hidden luxury. The Gucci timepiece is the perfect accessory for anybody, anywhere, at any time."

#### Art online

Gucci previously rolled out a digital campaign promoting its latest fragrance Acqua di Fiori.

The campaign was created entirely by female artists, supporting Gucci's stance in hiring a more diverse set of creative talent for its campaigns. The digital campaign featured 15 female artists and writers who created content for the campaign ([see story](#)).

Gucci also spoke to the now immediate availability of art with an Instagram series that turned textiles into creative pieces.

#GucciGram asked visual artists to reinterpret the brand's Blooms and Caleido prints into works of art, which were then posted to Instagram for Gucci's followers to view. Often, luxury brands have worked with artists on exhibits, but this social campaign made the pieces accessible to a wider audience while also driving a conversation around the art ([see story](#)).

"Consumers first buy with their eyes, therefore it's best for brands to capture their audiences through sightmaking Instagram a key channel to debut Gucci's art-centric campaign," Mr. Almeida said. "With Instagram crossing the 1 billion monthly active users threshold in 2018, this platform is the perfect place for art brands to reach an interested and targeted audience.

"Instagram was built for an engaging visual experience and the use of art allows brands to create and hold conversations with its users in a way the channel intended," he said. "Social media, especially Instagram, is an extension of art itself.

"Art stimulates a user's visual sense and tells a story in a way that allows them to use their imagination and connect with the brand on a deeper level."