

APPAREL AND ACCESSORIES

Gucci looks to mother-daughter relationship to show its designs are everlasting

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Gucci looks to Faye Dunaway and SoKo. Image credit: Gucci

By BRIELLE JAEKEL

Italian fashion label Gucci is taking a jump back in time while emphasizing a relationship between mother and daughter to highlight the lasting appeal of its Sylvie handbag.

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In a new vignette without spoken word, actress Faye Dunaway along with French singer and actress SoKo play a mother-daughter duo. The film shows Ms. Dunaway spending a lavish day in Hollywood, shown through the eyes of her companion and daughter.

"Gucci wants to convey that its products are icons of fashion no matter the generation," said Ed Flore, analyst at [Media Forecast](#), New York. "The brand is looking to both old and up and coming talent in this campaign, which solidifies its point."

Spanning generations

Gucci's film begins with the duo in the back of a limousine, with a cinematic aesthetic reminiscent of the 1980s and '90s, which is also suggested by the model of the vehicle.

The two spend the day shopping on Rodeo Drive as various associates dote on Ms. Dunaway.

In another scene, Ms. Dunaway is shown driving along the streets of Hollywood in her convertible, another model that suggests a past time period. She walks into her house with a handful of Gucci shopping bags.



Faye Dunaway stars in Gucci's latest campaign. Image credit: Gucci

As she sets her Gucci Sylvie bag on the table, her daughter stares on in pleasant envy.

The two are also shown hanging by the pool, playing tennis, playing piano and wearing jewelry.

Gucci's ending scene features Ms. Dunaway inviting her daughter to sit down at the end of a bed. She then presents SoKo with a gift.

SoKo looks, and it is a Gucci Sylvie bag of her own, one that she previously coveted. The two hug and the hashtag #GucciSylvie appears.

The fashion label's film represents the timelessness of the bag, with thematic expressions of this depicted with its retro theme and mother-daughter symbolism. Gucci is saying that its designs are made to span generations.

Its film is a complement to a print campaign that will run in various magazines in September issues, as well as throughout digital channels.



The new campaign will be featured in print. Image credit: Gucci

The short film will only be featured online, but will be present on multiple channels including Gucci's social media platforms.

Gucci campaigns

Gucci has recently made other references to time and bygone decades.

The Italian fashion label also recently put a lens on everyday activities in a photography series that explores the notion of time.

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 ([see story](#)).

A collaborative collection with tailor Dapper Dan was also launched, by looking back on the New Yorker's fashion history.

To mark the line's retail debut, photographer Ari Marcopoulos took inspiration from original photography of Dapper Dan's designs from the 1980s, shooting models in a series of portraits in Harlem. This is the latest in Gucci's partnership with Dapper Dan, in which the house fuses its own aesthetic with the tailor's signature style ([see story](#)).

"Its abstract film keeps its high fashion appeal in an artful way, like many other high fashion brands do," Mr. Flore said. "The instrumental overture that plays throughout the film keep up its unique appeal."

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