

APPAREL AND ACCESSORIES

## Gucci goes gothic in biblically-inspired cruise campaign

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*Humans and animals peacefully coexist in Gucci's new campaign. Image courtesy of Gucci*

By SARAH RAMIREZ

Italian fashion label Gucci is introducing its cruise 2019 collection with a surrealist reimagining of a mythical story.

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Directed by Glen Luchford, "Gucci Gothic" is a moody retelling of Noah's Ark, which puts the focus on the retro-inspired clothing and luxe textures with a muted color palette accompanied by a rock soundtrack. Some of the collection's more medieval details, such as oversized crosses, are also reflective of Gucci's Italian heritage, tying together the well-known narrative and the brand's own story.

Theological themes

The film appears to take place in the Italian countryside, with cooper fields, olive trees and mountains in the background. Some models appear working together to build a ship, while others are leading groups of animals through the woods to the construction site.

*Gucci's cruise 2019 campaign was inspired by Noah's Ark*

Birds and other small animals appear alongside the workers. Upon completion, more models and animals including elephants, ostriches, tigers and goats arrive to board the ark.

The weather begins to worsen, but everyone, animals included, continues to coexist peacefully despite the impending doom.

At the film's close, the models are gathered on the ship's deck as the waves obscure the landscape and rain continues to fall steadily.



*Gucci Gothic emphasizes the power of nature. Image courtesy of Gucci*

Among the men and women's pieces seen in the vignette are faux fur coats, plaid blazers and skirts, cross earrings and necklaces, wide-brim hats and the new Gucci Arli handbag.

The awe-inspiring depiction of nature underscores Gucci's commitment to the environment.

Earlier this summer the label launched Gucci Equilibrium, a microsite that delves into the brand's efforts regarding people and the planet. Gucci intends for the platform to reflect the balance of aesthetic and ethical purposes that drive its strategy ([see story](#)).

#### Gucci growth

Gucci's cruise campaigns comes at a time when the label is seeing a resurgence in popularity.

The brand is dominating sales growth and search volume as creative director Alessandro Michele reinvigorates the Italian fashion label, according to luxury consignment platform The RealReal.

Gucci's sales grew 62 percent among all ages groups, and resale value increased 12 percent. Searches for Gucci pieces are also growing 48 percent faster among millennials than other age groups ([see story](#)).

Earlier this month, the fashion house also launched a special page only for its beauty brand. The @GucciBeauty account debuted with an original start, spotlighting important works of art to exhibit Gucci's creative director's unique idea of beauty.

The Gucci Beauty Instagram account will eventually act as a space for announcements regarding launches within beauty and fragrances. The account has many speculating that the label is about to up its beauty offerings, as others in the fashion industry have done the same ([see story](#)).