

MEDIA/PUBLISHING

## Gucci, GQ head to Iceland for latest short film

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*Gucci goes to Iceland for its latest short film. Image credit: Gucci*

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By STAFF REPORTS

Italian fashion label Gucci and men's magazine *GQ* are debuting the eighth episode of an ongoing film series.

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"The Performers" is the pair's short film series, of which Act VIII releases today. The series focuses on influential men and their journeys to unexpected places, and how it has shaped their "spirit and vision."

Traveling with GQ and Gucci

For the latest episode of the series, hand broidery artist James T. Merry is profiled.

The film travels to Bjrk, Iceland, where Mr. Merry has been located since 2009 on a lake 15 minutes outside of Reykjavk. He lives in a small cabin where he explains that nature inspires his work.

"I always had this fantasy in my twenties of moving out of the big city and finding a remote cabin and living this gorgeous romantic life there," says Mr. Merry in the film.

"There's an automatic impulse flowing down my arm, and quite often I'm just absorbing the nature that I'm seeing around me," he said.



*Video still from The Performers. Image courtesy of Gucci*

Matt Lambert was the director on the film, showcasing beautiful landscapes of the Icelandic nature.

In addition to the film profiling Mr. Merry, *GQ* and Gucci will release two more episodes in the next two months, including a feature on an actor and playwright as well as a French electronic musician.

The fashion label teamed with Cond Nast men's magazine British *GQ* to highlight the stories of creative individuals.

Previous installments of their collaborative series "The Performers" follow five influential men as they travel to a place that shaped them. Rather than one-off articles, today native content partnerships often revolve around ongoing campaigns or series, allowing a brand and publication to make more of an impact ([see story](#)).

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