

FRAGRANCE AND PERSONAL CARE

Gucci casts Jared Leto, Lana Del Rey in fragrance ad

November 2, 2018



Jared Leto for Gucci Guilty Absolute. Image credit: Gucci

By STAFF REPORTS

Italian fashion label Gucci is teasing the upcoming launch of a new fragrance campaign starring actor-musician Jared Leto and recording artist Lana Del Rey.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The duo will front a film and print effort for Gucci Guilty, which will debut in January 2019. Drumming up attention for its latest spokesmodels, Gucci Beauty is hosting a party in Los Angeles to fete the new fragrance spot.

Guilty trip

Gucci Beauty, produced through a licensing deal with Coty, is making a new push for the Gucci Guilty fragrance collection.

Both Ms. Del Rey and Mr. Leto accompanied Gucci creative director Alessandro Michele to the Met Gala earlier this year.

Mr. Leto has been the face of Gucci Guilty since 2016, and brought his eccentric style to the brand's recent ad campaign for the scent. The video's cinematography leans on Gucci's iconic look with a touch of promiscuity that breaks traditional society rules to show off the fragrance's uniqueness ([see story](#)).

According to Coty, Mr. Leto and Ms. Del Rey "will show the enigmatic, eclectic and glamorous sides of themselves" in a campaign premiering on Jan. 15. The film also includes a cameo from musician Courtney Love.

[View this post on Instagram](#)

Moments before the #MetGala, Gucci Creative Director #AlessandroMichele together with @lanadelrey and @jaredleto in custom #Gucci. #MetHeavenlyBodies

A post shared by Gucci (@gucci) on May 7, 2018 at 4:41pm PDT

Instagram post from Gucci

Ahead of the debut, Gucci is hosting an event at the Hollywood Forever Cemetery in Los Angeles on Nov. 2, one of the settings for the campaign video. The venue also inspired some of Gucci creative director Alessandro Michele's designs for spring/summer 2017.

In attendance will be Mr. Michele, Mr. Leto, Ms. Del Rey and Ms. Love, who will record the evening via stories on Gucci Beauty's newly launched Instagram account ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.