

APPAREL AND ACCESSORIES

Gucci gears up for gifting with disco-themed effort

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Gucci's gifting campaign for 2018. Image credit: Gucci

By STAFF REPORTS

Italian fashion label Gucci is tapping into nostalgia in a vintage-inspired holiday film.

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For Gucci's gifting campaign, photographer Petra Collins shot a short video depicting revelers ringing in the New Year at a dance hall that dates back to the 1920s. Leading up to the holidays, Gucci is leveraging content and consistent engagement to promote its present options.

Countdown to 2019

Gucci's festive film is set in Le Roi, a cinema and dance hall first built in 1926. The building got an update in the 1960s courtesy of Carlo Mollino.

In Ms. Collins' video, models boogie to Cher's "Take Me Home." As the partygoers count down to midnight, confetti streams down from the ceiling.

Couples are seen kissing on the dance floor or under fireworks outside.



Gucci's gifting campaign for 2018. Image credit: Gucci

The film is featured on Gucci's mobile application. Here, consumers can also view and interact with holiday

content, including a Gucci Gift Box that will update daily.

Functioning similarly to an advent calendar, each day, consumers can shake the box to reveal a different shoppable present idea inside.

Consumers can also share the festive spirit with others by using stickers of balloons and Champagne glasses in messages or downloading holiday-themed wallpapers for their phones.

On Gucci's Web site, the brand is featuring an interactive gift guide, drawing attention to the brand's handbags, jewelry, shoes, fragrances and dcor collections.

Last year, Gucci made digital a main focus of its holiday promotions, with efforts ranging from interactive content to a Web site takeover.

Giving consumers numerous ways to discover its gift ideas, Gucci launched peer-to-peer communications, out of home displays and scannable store windows. While many consumers have moved their research online, the physical marketing and retail environments still hold sway over shoppers, making Gucci's crosschannel approach a strategic move ([see story](#)).

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