

FRAGRANCE AND PERSONAL CARE

## Gucci explores Americana haunts in Hollywood-themed Guilty ads

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*Gucci Guilty has a new campaign. Image courtesy of Gucci*

By STAFF REPORTS

Italian fashion label Gucci is turning its attention to iconic American venues in a fragrance campaign that leans on celebrity and eccentricity.

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In the latest promotion for its Guilty fragrances for men and women, Gucci cast Jared Leto and Lana Del Rey as unconventional individuals. Envisioned by Gucci creative director Alessandro Michele, the campaign is the latest in the typically celebrity-fronted efforts for the collection.

Hollywood hangouts

Gucci's campaign, shot by Glen Luchford, takes place at quintessential American locations, including a diner, laundromat, grocery store and a beauty salon.

Showcasing the free-spirited nature of the lead characters, the spot shows Ms. Del Rey pushing Mr. Leto on a shopping cart and depicts the couple having a photo shoot and slow dancing during laundry day.

Also communicating their freedom are animals that make appearances, as an ostrich roams the aisles of the supermarket and a tiger prowls beside washing machines.

Along with the two main models, the effort also features singer Courtney Love, who appears as a waitress in the diner.

The Hollywood Forever Cemetery also features as a location for the ad. Referencing the burial place of many film stars, the campaign is titled "#ForeverGuilty."

*Gucci Guilty campaign*

While Gucci Guilty Pour Homme is remaining the same, the brand has revamped its Gucci Guilty Pour Femme fragrance. The perfume has been given a greater concentration of floral notes, and has also been placed in packaging that more closely resembles the men's scent.

Mr. Leto also appeared in the previous campaign for Gucci Guilty ([see story](#)).

Prior Gucci Guilty efforts have been fronted by other acting talents, including Evan Rachel Wood and Chris Evans ([see story](#)).

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