

APPAREL AND ACCESSORIES

Gucci adds movie magic to its spring campaign

February 1, 2019



Gucci recreates movie magic for its spring/summer 2019 campaign. Image courtesy of Gucci

By SARAH RAMIREZ

Italian fashion label Gucci is playing up the glitz and glamour of its apparel in a classic Hollywood-themed campaign for its spring/summer 2019 collection.

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A vintage-inspired film recreates movie musical moments with singers and dancers dressed in Gucci. In addition to the short campaign film, Gucci is also sharing red carpet interviews with the models on social media to coincide with awards season.

"Gucci is a brand that doesn't take [itself] too seriously," said Lauren Bates, marketing manager and lead storyteller at [Blue Moon Digital](#), Denver, CO. "It is odd, it is avant-garde, it is sophisticated and playful."

Ms. Bates is not affiliated with Gucci, but agreed to comment as an industry expert. [Gucci](#) was reached for comment.

Show business

Directed by longtime Gucci collaborator Glen Luchford, the new video campaign takes inspiration from films such as "An American in Paris" and "Singin' in the Rain."

Effects reminiscent of technicolor add a playful and timeless feel to the film. This aura is only enhanced by the soundtrack, the musical standard "There's No Business Like Show Business."

"Behind the scenes" of Gucci Showtime. Image courtesy of Gucci

The film begins with an entertainer opening an elegant blue velvet curtain to a round of applause.

As the show tune begins, the Gucci logo in marigold fades in and out as a group of men come onstage carrying a woman wearing a black and gold gown.

In a moment recalling Marilyn Monroe in "Gentlemen Prefer Blondes," a model is draped in diamonds as dancing men present her with more jewelry on a moving staircase.

The camera then zooms out to reveal a soundstage and the elaborate behind-the-scenes production. The short

continues in the style of a movie montage, with impressive choreography inspired by Hollywood icons such as Gene Kelly.

Throughout the film, Gucci's spring pieces are accentuated with retro makeup and hair, such as thin eyebrows and victory curls.

Gucci shared mock red carpet interviews on social media platforms

To tease #GucciShowtime, the label also shared irreverent red carpet interviews with the stars of its movie musical.

In one clip, a model wearing an oversized violet leather blazer tells the presenter that a bird told her in a dream that she is capable of anything. Another interviewee, who is wearing an ethereal strawberry print gown, reveals on-camera that she hopes there is food at the premiere.

"We are in the middle of award season and people loving seeing celebrities and their attire on the red carpet at these award shows," Ms. Bates said. "So why not do a kind of satire around that?"

Glam Gucci

Earlier this year, Gucci turned its attention to iconic American venues in a fragrance campaign that leans on celebrity and eccentricity.

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.

Also shot by Mr. Luchford, Gucci's campaign takes place at quintessential American locations, including a diner, laundromat, grocery store and a beauty salon ([see story](#)).

Gucci also shared a glittery campaign for the holiday season.

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.

In Ms. Collins' video, models boogey to Cher's "Take Me Home." As the partygoers count down to midnight, confetti streams down from the ceiling ([see story](#)).

"Luxury brands are often serious," Blue Moon Digital's Ms. Bates said. "Their campaigns are stoic and sensual and offer a glimpse into a life they believe their consumer wants.

"[Gucci is] willing to take risks to be true to [its] brand aesthetic," she said. "That's refreshing."