

APPAREL AND ACCESSORIES

## Gucci puts lens on musicians in eyewear effort

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*Mery Lamb Lamb for #GucciGig. Image courtesy of Gucci*

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By STAFF REPORTS

Italian fashion label Gucci is exploring the live music experience in a collaborative digital project that links performing and visual artists.

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For #GucciGig, the brand paired 12 musicians with illustrators, photographers, graphic designers and videographers to capture their interpretation of playing live shows. Alongside the social media project, Gucci is launching a new Spotify account, enabling the brand to more consistently connect with consumers over music.

### Performance pieces

The artists chosen for #GucciGig hail from around the world.

Australian punk band Amyl and the Sniffers were captured in a series of candid behind-the-scenes shots by photographer Jamie Wdziekonski while they were on tour in California.

Taking a different approach, American soul artist Curtis Harding's experience was translated into 1960s-style posters by photographer and drummer Matt Correia and illustrator John Zabawa.

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Traveling the gospel circuit with his family as child showed musician @curtisharding he "didn't have to do just one thing or style of music; I could intermix genres," he said in an interview for #GucciGig's series featuring #GucciEyewear, found on #GucciStories on Gucci.com. Photographer and drummer Matt Correia @cantina\_ worked with the illustrator @johnzabawa to design color-saturated 1960s-inspired posters that show the musician in profile rendered in purple and green. On an imagined album cover, Curtis Harding wears oversized Gucci sunglasses made of black acetate with crystals embedded on the front, presenting a fresh image of contemporary soul. @sirsargent Every musician from #GucciGig has created a playlist on #Gucci's new Spotify profile, discover Curtis Harding's Dark, Darker, Darkest' collection of soul music through link in bio. @alessandro\_michele

A post shared by Gucci (@gucci) on May 14, 2019 at 1:44am PDT

### *Instagram post from Gucci*

Also taking a retro approach, songwriter Natalie Mering's Weyes Blood project worked with designer Taylor Giali to create album art for an imaginary record titled "Orchestra of Ecstasy."

All of the created artwork portrays the artists wearing Gucci eyewear, making the frames part of the narrative.

Gucci is showcasing the series on its Instagram and a dedicated section of its mobile application and Web site.

In addition to the art, the musicians curated playlists for Gucci's Spotify account. Some will also be making appearances on Gucci's podcast.

Gucci has done a number of collaborations that aim to turn its products into just part of a larger story.

The house previously turned a social media trend high class and put its brand in the epicenter in a campaign for its watch line.

Gucci has commissioned a line of its own memes, aligning its high fashion brand with common thoughts that consumers of all types can relate to. Gucci's #TFWGucci campaign, which stands for "that feeling when," is a collection of images that feature Gucci products and imagery with text that will encourage users to share ([see story](#)).