

WATCHES AND JEWELRY

Gucci campaigns for its timepieces in political-themed ads

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Gucci timepieces campaign. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is centering its latest watch campaign on a common human interaction.

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Depicting a politician on the trail, Gucci's timepiece effort focuses on a series of handshakes between constituents and the candidate. While naturally showing off the watches, the retro campaign also digs into a shared experience and the meaning behind the hand-to-hand contact.

Shaking things up

Shot by photographer Ari Marcopoulos, Gucci's campaign opens as the candidate arrives at a campaign venue in a car. As he gets out of the vehicle, there are supporters holding signs with mottos such as "Vote for change."

Close-up shots show the candidate shaking hands with numerous supporters. The timepieces also feature on his workers' wrists as they take phone calls.

Gucci's spot is set to the Sex Pistols' "My Way," lending a slightly rebellious attitude to the classic scene of campaigning.

[View this post on Instagram](#)

A warm gesture of inclusivity, the handshake becomes the true character of the new #GucciTimepieces campaign teasing the image of power. Discover more through link in bio. #AlessandroMichele @alessandro_michele Music: MY WAY' Sex Pistols (C. Francois / P. Anka /J. Revaux / G. Thibaut) Warner Chappell Music France Sa / Soc Jeune Musique No 1 Under license of Warner Chappell Music Italiana S.r.l./Caf Concerto International srl (p) Universal Music Italia Srl

A post shared by Gucci (@gucci) on Jun 17, 2019 at 3:59am PDT

Instagram post from Gucci

The stars of Gucci's campaign are the Grip timepiece and G-Timeless watches. The newly launched Grip watches are unisex styles that take their name from the grip tape on a skateboard, since they hug the wearers' wrists.

Gucci's jewelry efforts often feature a plot that centers on the hands.

In an earlier jewelry effort, the brand looked to the past to tell the future.

Tippi Hedren, iconic fashion model and actress of the 1960s, played a fortune-teller for Gucci in its film, which drew a feeling of mystique. Set in an elaborately decorated Los Angeles interior, young people visit a fortune-teller while modeling Gucci's new jewelry collection ([see story](#)).

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