

APPAREL AND ACCESSORIES

Gucci draws inspiration from fashion craftsmanship for fall campaign

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A runway show is central to Gucci's fall/winter 2019 campaign. Image courtesy of Gucci

By SARAH RAMIREZ

Italian fashion label Gucci is celebrating the creative rituals of the fashion industry in its vintage-inspired effort for fall/winter 2019.

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"Gucci Prt-Porter" is the newest artistic collaboration between the brand's creative director Alessandro Michele and photographer/director Glen Luchford. The film's narrative reminisces on the process behind fashion, from sketching to fittings, and concludes in an intimate fashion show.

"Gucci does a great job transporting us back in time with their campaign with the throwback outfits and bouffant hairstyles from the 1950s until '80s," said Dalia Strum, educator at [The Fashion Institute of Technology](#), New York. "I think over the course of the year, we're going to continue an exploration through the decades and how processes have evolved and had an effect on the fashion industry."

Readying the runway

The campaign, art directed by Christopher Simmonds, establishes its setting in France by opening with frames showing the Eiffel Tower. Instantly, the Italian brand, which is owned by French luxury conglomerate Kering, positions Paris as the world's fashion capital.

A grainy, vintage film effect by Mr. Luchford, accompanied by instrumental music from Miles Davis, further cements the idea that the campaign takes place in a bygone era.

Gucci's fall/winter 2019 campaign Prt-Porter

As the film unfolds, a woman is seen walking through the cobblestone streets of Paris alongside vintage automobiles. Her buoyant hair and herringbone skirt suit combine memorable aspects of 1960s and '80s fashion.

Meanwhile, a man wearing a suit in the same print works on his own fashion sketches. While prt-porter translates to "ready-to-wear," the campaign's inspiration is the craftsmanship of fashion.

The woman arrives at the studio, where the man is overseeing the making and styling of his elaborate designs. Assistants in white coats are bustling around in the space, unfurling yellow fabric and doing some last-minute sewing.

This scene then transitions from the studio to a makeshift setting for a fashion show.

Foldable chairs are lined up on either side of a hotel ballroom, leaving carpeted floor space in the middle of the room to serve as the runway. A Gucci program is placed on each seat, and spotlights hang from the ceiling.

The show attendees begin to trickle in, with many of the guests wearing coordinating suits with bold jewelry. Once seated, the guests fan themselves with the paper programs, emphasizing the anticipation and perhaps the heat of the unconventional show setting.

Backstage, the designer and his team prep and style the models. The chaos continues even as the show begins and models begin walking down the carpeted "runway."

The designer nervously watches the show from just offstage before walking the runway with the final model.

[View this post on Instagram](#)

An ode to fashion. #GucciPrtPorter @alessandro_michele #AlessandroMichele

A post shared by Gucci (@gucci) on Jul 14, 2019 at 8:55am PDT

Gucci shared additional behind-the-scenes videos inspired by the campaign

The model is dressed in a cream white suit and appears to be holding silk flowers, making the two men resemble a bride and groom. The model even gives the designer a congratulatory kiss on the cheek, as the audience stands to applaud.

For the film's conclusion, the technicolor images become black and white and the designer holds a bouquet of flowers as he greets the spectators in the crowded room.

On Instagram, Gucci also shared videos of a television correspondent interviewing the models in character "backstage." For its spring/summer 2019 campaign #GucciShowtime, the brand similarly shared irreverent red carpet interviews with the stars of its movie musical ([see story](#)).

"We're in an entrepreneurial climate, so the story of ideation to production and editorial is inspiring for current and aspirational designers," Ms. Strum said.

Gucci goes digital

Gucci's fall/winter 2019 campaign takes a turn from this year's pre-fall effort, which focused less on craftsmanship and design and more on individuality and self-expression.

Set to a psychedelic soundtrack, Gucci's pre-fall film featured groups of young people participating in activities that are not typical for the luxury label, including surfing and camping. The backdrop of ancient ruins also imbued the campaign with a sense of timelessness.

To supplement the campaign, Gucci launched a digital photo booth so fans can place themselves among the ruins. The Gucci mobile application also contains exclusive, behind-the-scenes footage from the shoot, including one campaign story that can only be accessed by app users who are near a Gucci store ([see story](#)).

The Gucci app has become a key entryway for the brand to engage with consumers.

Classic games of the 1970s and '80s have inspired the Gucci Arcade, bringing retro-style challenges to a modern, portable platform. Putting this focus on entertainment and competition, the arcade enables consumers to play and compare their scores with others, creating a community among Gucci's fans ([see story](#)).

Gucci is taking another technology-forward step with the introduction of a "try on" augmented reality feature for its Ace sneakers on its mobile application, hinting at future fashionable uses of AR ([see story](#)).

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