

APPAREL AND ACCESSORIES

Gucci highlights Ace sneaker in ASMR art

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Gucci's #24HourAce art by Aleia Murawski. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is exploring the ways in which digital mediums have evolved with the second edition of a social media project.

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Gucci is launching a follow-up to its 2016 #24HourAce initiative, asking artists to create a short film or animation inspired by its Ace sneaker. While under the same name as the first edition, this round reflects the changing social media landscape over the last three years.

Sneaker shorts

Gucci's new #24HourAce project taps into social media phenomena that have risen in the last couple of years, such as ASMR, or Autonomous Sensory Meridian Response. All of the films feature the audio sensation, which creates a tingling sensation in the scalp that relaxes the listener.

For instance, Missouri-based ASMR artist Laura Lemurex creates her sound effects by touching or brushing the microphone. For Gucci, her film depicts the Ace being handled.

The artists tapped for this chapter of the project work in areas such as multimedia, collage and animation, including stop-motion film and drawn movement.

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on. "I find it intriguing to create something absurd and ridiculous, but at the same time interesting, satisfying and hypnotic," Daniel Lam @d_d_d___d on his 3D video for #24HourAce. The second chapter of the project first launched in 2016 captures the #GucciAce sneaker by @alessandro_michele in ASMR styled videos by creatives around the world. Discover more through link in bio. #GucciASMR #AlessandroMichele #GucciBeloved

A post shared by Gucci (@gucci) on Jul 22, 2019 at 9:38am PDT

Instagram post from Gucci

All of the art is featured on a dedicated microsite, 24hourace.gucci.com. The platform's look moves away from typical luxury Web site design and features animated calls to shop the collection and a more mass references, such as a 50 percent off coupon or a deli counter number.

By using a giant mouse icon, consumers can browse the artists' work. Each of the animations is displayed on a mock product page.



Gucci's 24 Hour Ace microsite. Image credit: Gucci

The art will also be showcased on social media.

Gucci's Ace effort has always leaned into the rising social media trend of the time. In 2016, the brand staged a Snapchat takeover to fete the premiere of its #24HourAce project.

Each of the artists who created a video for the film initiative took over Gucci's Snapchat for one hour, sharing their vision and process behind the production of a piece inspired by the label's Ace sneaker. In addition, Gucci worked

with Hearst's Sweet Discover channel to promote the artists' films, giving their work a broader audience ([see story](#)).

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