

JEWELRY

Gucci takes time to read in watches and jewelry campaign

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Gucci's watches and jewelry campaign stars Chris Lee. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci is professing a love of books in a jewelry campaign set in a 318-year-old library.

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Brand ambassador Chris Lee stars in the advertising effort, which captures the Chinese singer wandering through the stacks in Rome's Biblioteca Casanatense. Launching in August, the campaign brings its Asian ambassador to a historic Italian location, creating a global push for the collections.

Literary love

The library was established by the Dominicans of the Convent of Santa Maria sopra Minerva and opened to the public in 1701. Among the tomes in its collection are medieval times writings and biblical manuscripts.

Art directed by Christopher Simmonds, the campaign takes a nod from creative director Alessandro Michele's love of literature.

The images and film shot by photographer Colin Dodgson find Ms. Lee perusing the library's book selection and pulling books off the shelf with a ring-adorned hand. Close-up shots also show her using a manicured finger to track her progress on a page.

Gucci set the film to a 1980s track that itself tells a story. "Der Ruber Und Der Prinz" by Deutsch Amerikanische Freundschaft narrates as a prince is set upon by robbers in the woods, but one of the attackers loves him, ending the tale on a happier note.

Gucci's watches and jewelry campaign

Among the pieces Ms. Lee wears are a Gucci Grip timepiece with a gold case, a G-Timeless Automatic with a steel case and a bee motif and a G-Timeless Automatic with a yellow gold case and a green-red-green webbed strap.

The singer also wears pieces from Gucci's Flora collection and GG running earrings.

Gucci has previously set its efforts in historic literary locations.

For instance, Gucci rolled out its pre-fall 2017 Men's Tailoring campaign with a photo series set in ancient locales of Rome.

The campaign saw models showcasing Gucci's latest collection in two unique spaces from Rome's history: the Spezieria di Santa Maria della Scala and the Libreria Cascianelli. These spaces will lend an arcane and dramatic tone to Gucci's latest collection of men's pre-fall clothing ([see story](#)).

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