

APPAREL AND ACCESSORIES

Gucci puts lens on self-expression in eyewear ads

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Gucci's fall/winter 2019 eyewear campaign. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion house Gucci is celebrating individuality through an eyewear effort that stars two performers.

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For the sixth season in a row, Chinese actress and brand ambassador Ni Ni is fronting the Gucci's eyewear campaign. She is joined by Kai, a K-pop star and actor who is making his Gucci campaign debut and it said to be the brand's first Korean global ambassador.

New face

For its eyewear campaign, Gucci tapped Harmony Korine, whom the brand previously worked with for its pre-fall look book.

Art directed by Christopher Simmonds, the campaign shows the two faces staring directly at the camera through their Gucci lenses.

Ni Ni wears 70s-style round shades paired with voluminous hair and a dark lip. Kai models club master rectangular styles that include touches such as Gucci Web detailing.

Both ambassadors wear berets to complement their eyewear.



Gucci's fall/winter 2019 eyewear campaign. Image courtesy of Gucci

Kai is a member of the popular South Korean boy band Exo. On the band's Instagram, it has congratulated Kai on becoming Gucci's first Korean global ambassador.

Recent Gucci campaigns have featured other Asian ambassadors, reflecting the importance of these markets to luxury brands.

Gucci previously professed a love of books in a jewelry campaign set in a 318-year-old library.

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

With most luxury brands focusing primarily on relationships with Chinese celebrities, Gucci's branch into South Korean faces may help it reach consumers in the growing market.

South Korea is one of the most important fashion markets in Asia, but luxury brands need to understand the culture to capture consumers' attention.

According to Fashionbi's "Fashion Industry in South Korea: Understanding Trends and Opportunities in South Korean Fashion Industry" report, social media and celebrity have different influences in South Korea than other Asian countries. To be successful in South Korea, luxury brands need to know what most appeals to local shoppers ([see story](#)).