

APPAREL AND ACCESSORIES

Gucci taps Gucci Mane for cruise campaign

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Rapper Gucci Mane appears in the Gucci 2020 cruise campaign. Image courtesy of Gucci

By STAFF REPORT'S

Italian fashion label Gucci is sharing its playful and welcoming spirit in a wild party-themed campaign for its 2020 cruise collection.

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Famous faces including rapper Gucci Mane and actor Sienna Miller appear in the brand's "Come As You Are_RSVP," conceived by creative director Alessandro Michele. With a diverse cast of characters, the campaign casts aside any feelings of pretentiousness in favor of unmitigated debauchery.

Gucci party

The short, directed by Gucci collaborator Harmony Korine, opens with the preparation for a lavish party taking place at an Italian villa.

Mr. Korine most recently worked with the brand during Milan Men's Fashion Week in a unique exhibition. Harmony Korine The Crack-Up took place at Gucci Hub in Milan from June 13 to 16 ([see story](#)).

At the film's start, everyone is prepping for the evening festivities in their own ways. The instrumental disco track "Chase" by Italian music producer Giorgio Moroder further establishes an upbeat mood.

The kitchen is packed with cooks and waiters, and one female model is shown dragging ice cubes across her face to reduce inflammation. In his first appearance, Gucci Mane is shown answering a lime green rotary phone in the middle of a massage.

Guests start arriving, including one who lands in a helicopter. Punk musician Iggy Pop accessorizing his signature bare chest with a Gucci necklace is shown riding in a limousine with other party-goers.

Gucci collaborator Harmony Korine directed the campaign "Come As You Are_RSVP"

The eclectic group of guests including nuns, senior socialites and younger models mingle and enjoy drinks. Standout attire includes a Mickey Mouse print knit sweater, wide-brim hats and blouses with metallic accents.

As the party continues, so do the shenanigans and flirtations. At the film's end, some of the partiers, including Gucci Mane, jump into the villa's pool fully clothed.

While the 2020 cruise campaign has very different imagery than the label's pre-fall 2019 campaign, both examine similar themes including inclusivity.

Set to a psychedelic soundtrack, Gucci's pre-fall 2019 film explored creativity, conversation and self-expression. The backdrop of ancient ruins also imbues the campaign with a sense of timelessness.

Although the film was shot at Sicily's Selinunte Archaeological Park, the men and women featured in the campaign partake in activities more reminiscent of California's Venice Beach. Carefree spirits pose together for photos, while others dance onstage or lift weights among the ruins ([see story](#)).

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