

APPAREL AND ACCESSORIES

Gucci leans into skateboarding subculture in portrait project

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The #GucciGrip project profiles skaters. Image courtesy of Gucci, photo by Noah Dillon

By STAFF REPORTS

Italian fashion label Gucci is illustrating the inspiration behind its Grip timepiece through a visual project centered on global skateboarding communities.

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Creative director Alessandro Michele modeled the watches after the grip tape that skaters use on their boards to create friction. To showcase the unisex timepiece, Gucci has tapped skateboarders and artists to capture the stories of skaters in different corners of the globe.

Now boarding

The images created show skaters in action or hanging out with friends and family. Media range from photos to film and illustration.

Gucci chose to document skaters in London, Paris, Rome, Tokyo, New York, Shanghai and Seoul.

For instance, French photographer and Wales resident Clmentine Schneidermann went to London, while Los Angeles-based photographer Noah Dillon captured New York skater Tyler Blue Golden. Other subjects include a group of skater girls from Seoul and Tokyo-based skater Shinpei Ueno and his community.



Seoul skater girls. Image courtesy of Gucci, photo by Dasom Han

Orlando Miani, who previously appeared in Gucci's cruise 2020 campaign, was among the skaters shot in Rome.

Also featured in the California-based queer skateboarding group Unity, whose Paris skate days were documented for the project.

Coinciding with the #GucciGrip project, the house has also created the latest edition of its ArtWall series in East London. British artist and designer Kieron Livingstone created a graphic mural that mixes Gucci codes with skateboarding themes.



Gucci ArtWall in East London. Image courtesy of Gucci, photo by Dave Benett/Getty Images

Celebrating skateboarding digitally, Gucci has launched a new game within the recently created Arcade section of its mobile application.

This summer, Gucci looked to engage consumers around its products and brand by launching a series of games within its mobile application.

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](#)).

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