

APPAREL AND ACCESSORIES

## Gucci breaks gift-giving holiday campaign with trademark exuberance

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*Sandman will have to do for Gucci's 2019 holiday campaign. Image courtesy of Gucci*

By STAFF REPORTS

Sunny shores and below-deck celebrations with trees and decorations set the scene for Gucci's new 2019 holiday campaign that features a special collection of accessories crafted in the GG motif printed with the Flora pattern.

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A video that runs one minute and 35 seconds, it celebrates the holiday season with a getaway to sunny shores. The video is at the center of the Gucci Getaway 2019 holiday effort.

### Exuberance at sea

Per Gucci, an unconventional winter sun break is the theme, and the mode of transport is a festive cruise liner packed with an eclectic group of passengers who vibrantly embrace their very diverse characters.



*Happy Christmas: Gucci holidays 2019. Image courtesy of Gucci*

A cruise ship was the ready-made stage set, with different scene-sets below deck and above. The crew decks out the vessel with trees and decorations.

Among the food, drink and on-board entertainment, a host of intriguing stories unfold, all underpinned by the curious juxtaposition of winter codes within a warm and balmy setting, according to Gucci.

Among the pieces for the gifting are a mash-up of two of Gucci's most recognizable patterns: the beige/ebony GG Supreme canvas and the historic Flora motif, both of which the brand has been combined for the first time.

The line-up of ready-to-wear pieces, shoes and accessories which include handbags in different silhouettes, luggage, totes and a new jewelry case, as well as small leather goods is all crafted in the new GG material printed with the brilliant-colored flowers and insects of Gucci Flora, and trimmed with red, yellow or white leather.

Many of the accessories also feature the Gucci green-red-green Web stripe and a metal Double G, in a layering of House codes that results in a strikingly distinctive effect.



*Eye eye, Captain: Gucci's 2019 holiday campaign. Image courtesy of Gucci*

#### In the bag

All the gift-giving items are ideal for a cruise liner, especially the hard luggage models that evoke a time when people voyaged by sea.



*Gucci holiday 2019 collection hard-case luggage. Image courtesy of Gucci*

A special section on the Gucci app will immerse the user in a unique digital experience, with an augmented reality portal that will also be available on Snapchat.

Via this portal, users will be able to discover a virtual psychedelic tropical island where different colored holographic elements recall the campaign.

Also, a face filter featuring lights and shadows inspired by the colors of the tropical island will be available on Instagram.

A dedicated interactive microsite will allow visitors to play with the gift-giving line, randomly generating wallpapers

and allowing users to visit [gucci.com](https://www.gucci.com) Web site to buy the items.

More digital activations will include playful gift-giving stickers available on Instagram, iMessage and Giphy, Gucci said.

Conceived by creative director Alessandro Michele and art-directed by Christopher Simmonds, the campaign images and video are captured by photographer and director Harmony Korine.



*Gucci holiday 2019 collection slip-on. Image courtesy of Gucci*

THE CAMPAIGN launches on the heels of Gucci's experiment with new bricks-and-mortar experiences through an ongoing pop-up initiative designed to give the brand a presence in more global cities.

Gucci Pin, named for the icons placed on digital maps, is kicking off with a series of five ephemeral boutiques centered on the brand's holiday collection. As Gucci Pin rolls out in waves, some of the pop-ups will be situated in markets where the brand does not have a flagship store, enabling Gucci to bring a fully branded retail experience to more corners of the world ([see story](#)).

The first Gucci Pins will sell gift-giving merchandise this month at Hong Kong's Canton Road, Fukuoka Iwataya in Japan, Seognam Hyundai Pangyo in South Korea, Denver Cherry Creek Shopping Center in Denver, CO, in the United States and Paris Galeries Lafayette in France.

*Gucci Getaway: The Gift-Giving 2019 Campaign*

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