

APPAREL AND ACCESSORIES

Gucci horses around with spring summer 2020 campaign

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Gucci's spring summer 2020 campaign. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion giant Gucci's spring summer 2020 ad campaign is a fantastical trot down 1970s and '80s nostalgia, with era-appropriate cars, props and attired models. Did we forget the horses?

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In keeping with creative director Alessandro Michele's metaphysical musings and otherworldly interpretations, horses are front and center of the new ad campaign for Gucci, titled "Of Course a Horse."

Of course, it is a reminder of the equestrian lineage of Gucci with a twist. Is the horse a pet, family member, therapy aid or incarnation of some love-messaging deity, as Gucci puts it?

Maybe all, maybe none if one has to believe.



Alternative mode of transportation in Gucci's campaign for its spring summer 2020 collection. Image courtesy of Gucci

Saddle up

Lacking a plot, the one-minute and fifty-five seconds video and photography set in Los Angeles feature a horse through the **entire campaign**. The co-protagonist shows up on the beach, at the car wash, in the kitchen, on the plane, in the swimming pool, getting a snack all sharing moments with his or her owners.

Pervading it all is a sense of freedom.

"There's no owning in a relationship," Gucci said of the campaign. "The campaign is an exercise in warm-hearted ambiguity, an act of everyday surrealism, a celebration of the paradoxical."

Without doubt, Mr. Michele pushes boundaries. He has seemingly given free rein to director Yorgos Lanthimos, best known for *The Lobster*, a dystopian movie where single men and women who cannot find a new life partner are transformed for eternity into their favorite animal. This spring summer 2020 campaign is reminiscent of that.



Legging it: Gucci's spring summer 2020 ad campaign. Image credit: Gucci

"The horse, thereafter, might just be a human, in a new incarnation," Gucci said in a statement. "It is not to be forgotten, also, that Zeus used to take animal semblances when he wanted to seduce.

"Then again, horses are a symbol of freedom, and the spring summer 2020 Gucci show was all about the power of fashion to break the cage of rules with the self-determination of personal style. Their presence in the picture might just act as a reminder of that.

"However one looks at the campaign as a whole, there is no way to get to the point, and that is exactly the point, which makes for a libertarian message: truth and style are in the eye and in the ways of the beholder."



Frolicking on the beach: Gucci's spring summer 2020 ad campaign. Image courtesy of Gucci

The campaign comes soon after Gucci announced a capsule collection with Disney timed with the Chinese New Year and the Year of the Rat ([see story](#)).

The Kering-owned Gucci has also unveiled plans for a multi-layered project called "No Space, Just A Place" to support the culture and contemporary art scene in the South Korean capital of Seoul, a city that has attracted much attention from LVMH as well for more store openings ([see story](#)).

Gucci Of Course a Horse: Spring summer 2020 campaign

Creative Director: Alessandro Michele

Art Director: Christopher Simmonds

Photographer/ Director: Yorgos Lanthimos

Hair Stylist: Paul Hanlon

Make Up: Thomas De Kluver

Location: Los Angeles / Chateau Marmont

Music credits:

"Everybody's Talkin' " Harry Nilsson

(F. Neil)

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