

APPAREL AND ACCESSORIES

Gucci debuts #accidentalinfluencer digital project for Gucci Tennis 1977 sneaker

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Gucci's #accidentalinfluencer campaign for its reissued and reimagined Gucci Tennis 1977 sneaker. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci has introduced the #accidentalinfluencer project as a playful take on the notion of imitation and replication for its reissued and reimagined Gucci Tennis 1977 sneaker.

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The digital project is seen through the lens of London-based artist, photographer and director Max Siedentopf, who also shot the campaign for the Gucci Osteria effort.

"Inspired by the design thinking behind the Gucci Tennis 1977 sneaker, where an original low-top tennis shoe from the house archive served as the reference point for a contemporary version, the #accidentalinfluencer project presents imagery in which seemingly identical people congregate spontaneously in every-day situations," Gucci said in a statement.

The reissued **Gucci Tennis 1977 low-top sneaker** for men and women comes in a mix of materials, colors and motifs. They are priced from \$630 to \$690.



Looks from the #accidentalinfluencerproject for the Gucci Tennis 1977 sneaker reissue. Image courtesy of Gucci

Love all

The groups of almost-clones, wearing similar outfits and the Gucci Tennis 1977 sneaker, are captured as if by an amateur photographer.

Shots include candid moments on the street, at a caf and fruit and vegetable store, and on a bus.

The overall effect is, as Gucci puts it, hypnotic and haunting, suggesting improbable coincidences."



Women at a caf wearing the Gucci Tennis 1977 sneakers. Image courtesy of Gucci

Different diverse groups of varying ages are pictured as if by happenstance.

Groups of long-haired men with beards pass each other on the sidewalk eerily looking a lot like Gucci designer Alessandro Michele and elderly women in matching coats are seen taking tea together.



Images from the #accidentalinfluencer digital project promoting the Gucci Tennis 1977 sneaker. Image courtesy of Gucci

GUCCI WILL promote the digital project on social media, including choreographed videos for video-sharing site TikTok, dedicated clips on Instagram Stories and a section on the Gucci app that lets visitors digitally try on the Gucci Tennis 1977 shoes with augmented reality technology brought on last June.

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