

APPAREL AND ACCESSORIES

Gucci goes back to 70s well with campaign for GG Psychedelic Collection

February 12, 2020



Gucci takes another shot at the Seventies with its campaign and product for the GG Psychedelic Collection. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Continuing his fascination with the Seventies, Gucci creative director Alessandro Michele has dreamed up a campaign with the era's zest and throb to support the newly launched GG Psychedelic Collection.

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From the cloakroom to the dance floor, the new campaign shot by Jordan Hemingway captures the capsule collection designed by Mr. Michele in an imaginary club scene from the 1970s.

The GG Psychedelic campaign and collection breaks the same week as the Italian fashion label's #accidentalinfluencer project as a playful take on the notion of imitation and replication for its reissued and reimagined Gucci Tennis 1977 sneaker ([see story](#)).

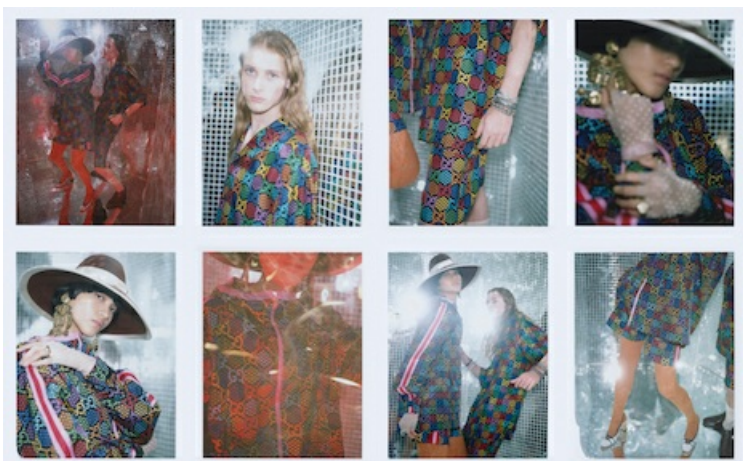
Having a ball

Campaign imagery from photos and collateral to film and social media are a feast of surrealism and multicolour spectrums, chronicling a night club where visitors are dressed to the nines in the **GG Psychedelic Collection** itself a major homage to the disco-loving 1970s.

The 60-second film, set to the "Take a chance" track by Bizzy & Co., best reflects the message.

Multiple Polaroid-style shots are deployed in social media with a nod to the refracted aesthetics alluding to the reflections of a mirror ball from the disco.

As is his wont, Mr. Michele has reinterpreted the Gucci logo to imbue it with a streetwear attitude through the addition of a multi-colour stars motif. This pattern is slapped on men's and women's ready-to-wear, handbags, luggage, footwear, small leather goods and accessories, as well a watch and newly inspired range of fine jewelry.



Looks from the Gucci GG Psychedelic Collection. Image courtesy of Gucci

GUCCI WILL promote its GG Psychedelic Collection at select company stores worldwide with dedicated window displays and digitally via social media, Gucci.com and tailored entertainment on the app.

In addition, Gucci Pins ephemeral stores inspired by the pins seen on interactive digital maps will pinpoint GG Psychedelic items in several cities via entertainment.

All, it seems, are welcome to the party.

Gucci GG Psychedelic Collection campaign

Credits

Creative Director: Alessandro Michele

Art Director: Christopher Simmonds

Location: Pryzm, London

Photographer and Director: Jordan Hemingway

Hair Stylist: Alex Brownsell

Make Up: Thomas De Kluyver

Styling by Alessandro Michele

Music Credits

"TAKE A CHANCE" Bizzy & Co.

(A. Martinelli / A. Carrasco)

1982 Warner Chappell Music Italiana S.r.l. / Universal Music Italia S.r.l.

Courtesy of Warner Chappell Music Italiana S.r.l.

1982 D.J'S GANG S.r.l.

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