

APPAREL AND ACCESSORIES

Gucci spring-summer eyewear campaign sets sight on 80s teen hangout

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South Korean performer Kai in the Gucci spring/summer 2020 eyewear ad campaign that pays homage to the Eighties teen hangout, the record store. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion giant Gucci is back to mining the past for its spring/summer 2020 eyewear ad campaign with a visit to an iconic record store in Los Angeles.

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In a 60-second film, Gucci brand ambassador and actress NiNi and entertainer Kai are seen visiting the Amoeba Music Hollywood store in Los Angeles, paying homage to a Eighties tradition of teens hanging out at the neon-lit record and VHS rental store. Gucci creative director Alessandro Michele conceived the idea and filmmaker and photographer Harmony Korine shot the film.

"In this new campaign, the browsing customers suggest many narratives, and in their attitude of proud freedom speak of Gucci's desire to encourage self-expression," Gucci said in a statement.

This is the second Gucci outing for Kai, a South Korean singer, actor, dancer, member of the EXO boy band and global male ambassador for Gucci eyewear. Models Delphi McNicol, Azu Nwogu and Jana Jonckheere also feature in the campaign.



Gucci brand ambassador and actress NiNin in the Italian fashion label's spring/summer 2020 eyewear ad campaign. Image courtesy of Gucci

Eyes on the prize

Only three weeks ago, Mr. Michele broke a 1970s-themed campaign with the era's zest and throb to support the newly launched GG Psychedelic Collection.

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 ([see story](#)).

Continuing the retro theme into the following decade, the new **eyewear** campaign showcases candid portraits in photos and film of individuals and couples browsing in a record store heaped with stacks and shelves of vinyl, tapes, CDs and videos.

"The emphasis is on close-up crops that bring the eyewear to the fore both Gucci optical glasses and sunglasses while the busy and vibrant background, alive with pop-culture graphics, suggests the energy and excitement of the retro music scene," Gucci said.

"The film also pays homage to those days when the local record shop or video exchange would be a social nexus, with the narrative plot showing customers meeting up in the store and trying on the glasses, while browsing the tapes and CDs."

Gucci's spring/summer 2020 eyewear ad campaign is retro-themed to the Eighties' popular teen hangout, the record and VHS store

Credits

Creative director: Alessandro Michele

Art director: Christopher Simmonds

Photographer/director: Harmony Korine

Styling: Jonathan Kaye

Hair stylist: Alex Brownsell

Make-up: Thomas de Kluyver and Gao Jian

Music credits:

"Dance Hall Days" Wang Chung

(Darren Costin, Nick Feldman and Jack Hues)

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(P) Courtesy of Chong Music

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