

APPAREL AND ACCESSORIES

## Gucci debuts pre-fall 2020 ad campaign as an ode to innocence

April 28, 2020



*Gucci's pre-fall 2020 ad campaign is placed in a wild setting with models and animals co-starring in an ode to childhood innocence. Image courtesy of Gucci*

---

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci has launched its pre-fall 2020 advertising campaign as a call to nature to enjoy the simple things in life.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The 90-second film is an ode to innocence when children reveled in nature and life, as the models in Gucci apparel, makeup and eyewear are seen doing in an idyllic, wild setting dotted with playground staples such as swings. The film is aptly titled, "So Deer to Me."

"The new Gucci advertising campaign is an ode to retrieved innocence, a return to the infant world, a call for a real engagement with nature and, with that, with life," **Gucci** said in a statement.

"It is simple and direct, just like infancy should be: a beautiful wild landscape bathed in gleaming light as the ambiance for a spontaneous interaction between a cast of characters and a group of wonderful fairy tale animals. That's it, with the unexpected presence of swings and slides: perfect childhood pastimes usually not found in the wild."



*The Gucci pre-fall 2020 ad campaign. Image courtesy of Gucci*

The campaign comes a few days after Gucci introduced a new digital gifting service to make up for the loss of access to its bricks-and-mortar store network that is shut down in most markets due to COVID-19 lockdowns ([see story](#)).

For the pre-fall campaign, a childlike imagination is woven through the scenes depicting the beauty and the personalities of a group of men, women and their beloved animals including a frog, an owl, deer, a skunk, squirrel, hedgehog and rabbits, per Gucci.

Gucci is promoting the campaign across its social media channels including Instagram, Twitter and YouTube.

Alasdair McLellan shot the campaign, with creative direction by Alessandro Michele and art direction by Christopher Simmonds.



*The Gucci pre-fall 2020 ad campaign. Image courtesy of Gucci*

#SoDeerToMe

Creative director: Alessandro Michele

Art director: Christopher Simmonds

Photographer/director: Alasdair McLellan

Hair stylist: Paul Hanlon

Make-up: Thomas De Kluyver

Video music

"Some Velvet Morning"

Nancy Sinatra & Lee Hazlewood

Lyrics and music: Lee Hazlewood

Publisher: Lee Hazlewood Music Corp.

Publisher for Italy: Universal Music Publishing Ricordi Srl

*So Deer to Me: The Gucci pre-fall 2020 campaign*

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.