

FRAGRANCE AND PERSONAL CARE

## Gucci creates flower-rich fantastical set in new Gorgeous Gardenia campaign

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*Russian model Unia stars in Gucci's new campaign for Gucci Flora Gorgeous Gardenia fragrance. Image credit: Gucci*

By DIANNA DILWORTH

Gucci has debuted a new social media campaign to support the launch of its new limited-edition Gucci Flora Gorgeous Gardenia fragrance collection to illustrate the abundance of the scent through larger-than-life images.

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The campaign imagery focuses on the natural floral sources of the perfume, while adding a fantastical art history-meet-pop culture image filter, creating a scene to be noticed.

"The campaign is a sensorial overload bringing to life the touch, smell and feel, ultimately digitizing smell for an increasingly virtual world," said Livia Stefanini, head of [LuxHub at Havas](#), London.

"The beauty is, this campaign could appeal to anyone," she said.

"Without a celebrity protagonist, the focus lands on the fantasy and surrealism, speaking to women of all ages as well as a more gender-neutral demographic. The lack of overt sexuality also creates broad global relevance."

[View this post on Instagram](#)

First seen on @guccibeauty, a video by @jeremyvalender and @markacgee unveils scenes from the making of the new #GucciFlora campaign by artistic duo #PierreetGilles @pierre\_pierreetgilles @pierreetgilles\_gilles. Discover more about the #GucciFlora fragrance family and the new limited-edition scent through link in bio. #AlessandroMichele @alessandro\_michele #GucciBeauty

Gucci's latest campaign for the Flora Gorgeous Gardenia fragrance line

### **Creative effort**

The Kering-owned Italian fashion brand launched the new product campaign on the Gucci Beauty and Gucci Instagram pages.

The creative merges art history with pop culture to create a fantastic setting. Russian model Unia lounges in a scene evocative of an ancient era with twisting vines and pale roses.

A behind-the-scenes video opens on red berries, zooms in on the flowers and then shows how the artists painted on the live photo shoots to create the dream-like feeling of the campaign.

The brand dropped this video on Instagram to make consumers feel in-the-know, at a time when people are spending more time at home on their phones.

"Luxury today, more than ever, needs to balance exclusive experience with an inclusive tone," Ms. Livia said. "The gorgeously crafted and edited behind-the-scenes video does just."

Gucci creative director Alessandro Michele led the creative team, which also includes art direction by Christopher Simmonds. Artistic duo Pierre et Gilles created the sets and look.

"I've always wanted to collaborate with Pierre et Gilles," Mr. Michele said. "I like their idea of estrangement from reality, their dialogue with fantasy, with the surreal and with the sacred linked to pop."

"I find there are many connections with my work," he said. "If there is something that needs surrealism and transcendentalism, it is precisely the idea of perfume, so it was therefore natural to work with them on this project."



*Gucci's Flora Gorgeous Gardenia fragrance has a newly designed lavender bottle. Image credit: Gucci*

### **New bottle**

The fragrance collection, which includes Gucci Flora eau de toilette, Gucci Flora eau de parfum and Gucci Flora Gorgeous Gardenia, launches in a new colorful packaging highlighting flora and fauna.

The bottle is designed to illustrate the lightness of the gardenia's first blossom along with the richness of the fully bloomed flowers.

The design stems from Gucci's iconic Flora print, originally designed by artist Vittorio Accornero in the 1960s.

The campaign highlights the flowers used in the perfume, similar to recent campaigns from Christian Dior and Chanel. Chanel's recent "Beyond the Jar" video campaign plays up the makers and ingredients of its perfumes to appeal to consumers with a taste for organic handmade goods ([see story](#)).

LVMH-owned French fashion house Christian Dior followed Chanel by playing up the source flowers of its J'Adore perfume in a fragrance campaign that appeals to the consumer desire to connect with nature. The Dior Parfums' cross-channel effort paid tribute to the "myth and the scent" of the perfume which comes from elements in the French countryside ([see story](#)).

Gucci's effort also plays up the flowers that are part of its fragrance but places it in a more fantastical context.

"Using the decadence of nature, the campaign is ripe with Alessandro Michele's uniquely romantic and overpowering world of Gucci," Ms. Livia said.

"However, feminine floral cues also position the fragrance for a very broad audience already favoring competitors' floral fragrances," she said.