

APPAREL AND ACCESSORIES

Gucci debuts campaign with Jane Fonda for first sustainable line of merchandise

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Oscar-winning actor and activist Jane Fonda stars in Gucci's campaign for Off The Grid, the Kering-owned label's first line of sustainably made merchandise. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci has debuted Gucci Off The Grid, its first collection from Gucci Circular Lines that is made out of sustainable materials.

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Gucci Off The Grid apparel and accessories are created using recycled, organic, bio-based and sustainably sourced materials, including Econyl, which is made from regenerated nylon coupled with solvent-free recycled polyester as well as leftovers from Gucci's manufacturing processes. A dreamy campaign with actress Jane Fonda and other luminaries weaving through a treehouse and green area smack in the middle of a concrete jungle supports the merchandise.

"The collection is the result of teamwork: everybody brought something to it," said Gucci creative director Alessandro Michele who conceptualized product and campaign. "And in the campaign, too, there is this idea of dialogue among people building something new.

"I imagined that we could build a treehouse in a city center, all together, like kids playing in the park," he said in a statement. "Because all of us need to build this house or to find out that our planet exists, even where it seems it's not there, or it's far away."

Mr. Michele, among his peers, is given plenty of latitude by Kering-owned Gucci to conjure product and campaign that borders on dreamy, surreal or fantastical.



Rapper Lil Nas X in the Gucci Off The Grid campaign. Image courtesy of Gucci

Wild idea

The capsule **collection** comprises genderless luggage, accessories, footwear and ready-to-wear.

The Gucci Off The Grid collection comes with dedicated FSC-certified packaging that includes a card displaying a Gucci logo with information about the products and the story behind the sustainability project.

Photographer and director Harmony Korine photographed and shot the campaign. It features a cast of city dwellers who have taken up residence in a rustic treehouse, erected in the heart of a towering concrete and glass modern metropolis.

The contrast between the small-scale, crudely assembled wooden structure, with its greenery and unfinished planks, and the slick, soaring skyscrapers that dwarf it, makes for whimsical images where the metropolitan explorers look like they are making a modest stand for the future of humankind, as put by Gucci.

"Of course, the treehouse and the simple way of life it represents becomes a powerful metaphor for the desire to escape conventional life and enjoy the experience of living more off the grid," Gucci said.

Shot in Los Angeles prior to the COVID-19 coronavirus outbreak, the campaign includes Ms. Fonda, guitarist, singer-songwriter Miyavi, environmentalist and explorer David de Rothschild, rapper Lil Nas X, and singer King Princess.

The campaign runs on the Gucci ArtWalls worldwide in Milan's Largo la Foppa, in the district of Corso Garibaldi; just off East London's famous Brick Lane; Shanghai's Fengsheng Li, Jingan district; and Lafayette Street, in Manhattan's trendy SoHo neighborhood; Hong Kong's D'Aguilar Street, Lan Kwai Fong; and Yongkang Street, Da'an District, Taipei.

Visitors to a special section on the Gucci App can challenge themselves to a themed quiz, responding to questions about the collection and its circular production process.

Indeed, taking inspiration from the campaign's concept, players can build their own city tree house virtually by correctly answering questions, and eventually unlock dedicated wallpaper to share on social media.

"Sustainability at all levels involves fostering respect: respect for the people we share our planet with as well as for the environment," Gucci said.

"If we lighten our environmental footprint we can explore the world with greater freedom the freedom to follow our dreams, with curiosity, openness and joy."

Gucci Off The Grid campaign

#GucciOffTheGrid

Creative director: Alessandro Michele

Art director: Christopher Simmonds

Photographer/director: Harmony Korine

Talent: Jane Fonda, Lil Nas X, King Princess, Miyavi, David de Rothschild

Makeup: Thomas de Kluyver

Hair stylist: Alex Brownsell

VIDEO MUSIC

"I CAN SEE CLEARLY NOW"

(J. Nash)

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