

APPAREL AND ACCESSORIES

Gucci debuts new playful take on idea of imitation with Accidental Influencer project

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It is no accident or is it? Second leg of Gucci's Accidental Influencer project with a new twist on the idea of imitation. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci has returned with a new chapter of its Accidental Influencer project as a playful take on the notion of imitation and replication for its reissued and reimagined Gucci Tennis 1977 sneaker.

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This time round, the Milan-based company juxtaposes the reissued and reimagined Gucci Tennis 1977 sneakers with images and videos of characters whose apparel match the furniture pieces and objects in their surroundings.

The imagery includes the low and high-top sneakers as well as styles from the brand's new sustainable line, Gucci Off The Grid.

This **digital project** is seen through the lens of London-based artist, photographer and director Max Siedentopf, who also shot the campaign for the Gucci Osteria effort.

Gucci's effort comes four months after the launch of its #accidentalinfluencer effort was inaugurated (**see story**).

The current effort is seeded on social media outlets such as Twitter, Instagram and TikTok.