

APPAREL AND ACCESSORIES

Gucci enlists models in DIY campaign for fall-winter 2020-21

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Gucci's fall-winter 2020-21 campaign asked models to film and photograph themselves in the company's looks. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci has created a do-it-yourself ad campaign for its fall-winter 2020-21 show, letting models record themselves in Gucci apparel and gear with no set brief.

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Called "The Ritual," the campaign shows the models donning Gucci's fall-winter looks at home, using various tools to record themselves having fun, chilling out or simply being free birds.

"I decided to let the clothes travel towards the houses of the cast of models the characters that have embodied my stories for years; individuals I chose precisely, over time, for their uniqueness that usually brings my campaigns to life," said Gucci creative director Alessandro Michele in a statement.

"I asked them to represent the idea they have of themselves, to go public with it, shaping the poetry that accompanies them," he said. "I encouraged them to play, improvising with their life."

Of most fashion creative chiefs, Mr. Michele's stands out for his irreverence and spirited touch, imbuing **Gucci** fashion, footwear and leather goods with a sense of joie de vivre. This campaign is cast from the same mold.



Models were given free rein to record themselves in Gucci's latest campaign. Image courtesy of Gucci

Dreamy looks

Mr. Michele's brief to his tribe of models was brief: be the authors of the campaign, wearing the Gucci looks in their daily lives in the comfort of their own intimate spaces and record all that activity.

The end result is a set of personal and candid self-portraits. The models acted as photographers, storytellers, producers and scenographers.

Camera phones and disposable cameras were used. Photos have been deployed for social media and the cobbled-together videos turned into a 87-second campaign film.



Gucci takes creative leaps with its campaigns and collections, with the fall-winter 2020-21 effort a case in point. Image courtesy of Gucci

And what did this creativity unleash?

The Gucci models are seen knitting, gardening, sunbathing, brushing teeth, hanging out on the roof of a building,

jumping off a bed, with pets, and even playing darts while skateboarding indoors on a polished wooden floor, Gucci said.

"Though the scenarios are every day, the images are anything but, showing how Gucci's magical Romanticism inspires a peculiar, emotional dreamlike quality," Gucci said.

"Surprisingly, a certain consistency fosters the whole visual experiment of self-portraits and their footage, a consistency that speaks of an infusion of Gucci, even from afar."

Gucci's The Ritual: The fall-winter 2020-21 campaign

#GucciTheRitual

Credits:

Creative director: Alessandro Michele

Art director: Christopher Simmonds

Photographer/director: models

Hair stylist: models

Makeup: models

Music credits:

"Alright" Supergrass

(Gareth Coombes, Daniel Goffey, Michael Quinn)

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