

WATCHES AND JEWELRY

Gucci breaks campaign for new watches and fine jewelry collection set in still life images

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Looks from Gucci's new campaign for its latest fine jewelry collection. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion and leather goods giant Gucci has launched a fresh campaign for its new timepieces and fine jewelry collection.

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The campaign from the Kering-owned house displays a cut of current highlights and new additions via a series of evocative still life images, as in life imitating art.



Watches showcased in Gucci's latest campaign. Image courtesy of Gucci

Colin Dodgson shot the campaign and Christopher Simmonds was art director.

Six pictures from the timepieces campaign feature the G-Timeless and the Grip watch **collections**, photographed in a setting with vintage elements.



Looks from Gucci's latest campaign for its new watches and fine jewelry collection. Image courtesy of Gucci

The Grip chrono is showcased, as well as different versions of the Grip watch in steel, yellow gold PVD or grey PVD. Differing G-Timeless styles appear, including the Swiss-made automatic timepieces with a stone dial decorated with Gucci's famous bees.

Also representing the G-Timeless line are the slim models with a silver sun-brushed or pink lacquered dial.



Gucci's new fine jewelry collection in a soft-glow setting to evoke warm feelings. Image courtesy of Gucci

Seven further images show fine jewelry from the GG Running, Gucci Flora and Lion Head collections in yellow or white gold, diamonds and precious stones.

The necklaces, rings, bracelets and earrings are displayed on a variety of surfaces, from sumptuous velvet to antique wooden furniture, accentuating their gemstone embellishments and modern silhouettes.

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