

APPAREL AND ACCESSORIES

Gucci enlists eccentric musicians for upbeat tailoring campaign

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Tyler, the Creator, A\$AP Rocky and Iggy Pop star in a new Gucci tailoring campaign. Image courtesy of Gucci

By SARAH RAMIREZ

Italian fashion label Gucci has tapped a trio of irreverent musicians for its latest men's tailoring campaign celebrating the laidback lifestyle of a rock star.

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American rappers A\$AP Rocky and Tyler, the Creator join Iggy Pop, the Godfather of Punk, in the campaign shot by longtime Gucci collaborator, photographer and director Harmony Korine. The campaign and collection were both conceived by Gucci creative director Alessandro Michele.

"It is good to see Gucci, one of the most prestigious brands in fashion, let loose and push boundaries," said Chelsea Cawood Trinidad, owner and CEO of [Scout Sales Management](#), Tulsa. "It's especially cool to see them collaborate with Tyler, Iggy, and A\$AP Rocky all three of them have iconic fashion sensibilities and lean toward the absurdism that Gucci wants to portray."

Unconventional music stars

Gucci's "Life of a Rock Star" campaign was shot in Los Angeles this past February, prior to the pandemic. The 1977 song "Supernature" by Cerrone instantly sets the tone for the energetic vignette.

The film begins with Iggy Pop doing a crossword puzzle at a kitchen table, with a blue hyacinth macaw by his side. Tyler, the Creator and A\$AP Rocky pull up to the mansion's driveway in a vintage car and Iggy Pop excitedly welcomes them inside.

Gucci's new men's tailoring campaign, Life of a Rock Star

Both rappers are wearing '70s-inspired clothing A\$AP Rocky wears a brown suit jacket over a vest and Tyler, the Creator wears a green sweater with a Gucci monogram pattern. Iggy Pop wears a full off-white animal print suit.

Once inside, the unexpected trio can only be described as "boogying" together as they show off Gucci's menswear. Iggy Pop also changes into a navy suit with flared pants and red leather men's boots.

The men also lounge on the terrace in the afternoon light, with Iggy Pop's cockatoo Biggy Pop perched on A\$AP

Rocky's shoulder. As they dance the afternoon away, Biggy Pop is seen nibbling on an abandoned plate of spaghetti.



Dinner at home with A\$AP Rocky, Iggy Pop and Tyler, the Creator. Image courtesy of Gucci

While the short was filmed before quarantines became commonplace, it resonates with the era of staying at home with loved ones and enjoying simple pleasures, whether it is crossword puzzles, pasta dinners or dressing up to dance.

It also echoes earlier Gucci efforts, which share an unpretentious portrayal of luxury and opt for merriment instead.

Tailoring campaigns

Gucci has previously tapped musicians for campaigns, often juxtaposing refined menswear with more casual and laidback settings.

This is not Iggy Pop's first appearance in a Gucci campaign. The punk musician had a cameo in Gucci's 2020 cruise campaign starring rapper Gucci Mane

Also directed by Mr. Korine, the cruise campaign film takes place during a lavish party at an Italian villa. Iggy Pop accessorizing his signature bare chest with a Gucci necklace is shown riding in a limousine with other party-goers, and Gucci Mane jumps into the villa's pool fully clothed at the end of the vignette ([see story](#)).

Similarly, the label's autumn/winter 2018 men's tailoring campaign starring musician and actor Harry Styles was shot at a take away fish and chips shop.

In the campaign film, Mr. Styles walks through a residential neighborhood carrying a chicken under his arm. He arrives at the chippy, where his pet attracts attention from other customers ([see story](#)).

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