

APPAREL AND ACCESSORIES

Gucci concludes its Epilogue campaign in an effort towards transparency

October 27, 2020



Gucci Epilogue campaign. Image courtesy of Gucci

By NORA HOWE

Italian fashion house Gucci has released the final installment of its behind-the-scenes campaign, concluding a bold and honest look at the production of fashion.

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The Epilogue theme initially began in February when creative director Alessandro Michele brought the dressing rooms to center stage at Milan Fashion Week. Now, Gucci has released the final product as a closing statement to its transparent and rule-bending campaign.

"Gucci's sponsorship of such a groundbreaking event was a risk that paid off," said Chelsea Cawood Trinidad, owner and CEO of [Scout Sales Management](#), Tulsa. "There have been so many unmemorable live streaming events this past year, as everyone is just doing the best they can right now, but to see something that truly stunning under the best of circumstances was breathtaking."

Behind the lens

The final chapter of the campaign was shot by Minnesota-based photographer Alec Soth and filmed by Roman directors Damiano and Fabio D'Innocenzo. It leads to the conclusion of the narrative arc that began nearly eight months ago.

In July, Mr. Michele presented his Epilogue collection through a live-streaming event accompanied by the release of a visual narrative feature ([see story](#)).

Set in two contrasting Roman locations, the ostentatious *Palazzo Sacchetti* and the rugged *Campo Boario* area, the new photos unite the label's design team through a series of juxtapositions as they model the designs they helped create.

"I brought together different things, which represent the messy beauty that I have always sought: the chaos of beauty," Mr. Michele said in a statement. "Breaking the spell that forces my collaborators to passionately work on clothes they later have to abandon, I asked the team to wear them."

Gucci Epilogue launched at Billie Eilish's virtual concert on Oct. 24

Having solidified a relationship with American musician Billie Eilish over the years, Gucci launched the photo campaign in a video released at the singer's first live-streamed concert event on Oct. 24.

"Leave it to Gucci to know exactly the perfect visually compelling performance to launch such a daring campaign," said Ms. Trinidad.

Throughout the video and seen in the series of photographs, the typically anonymous faces of the label's collaborators go back-and-forth between the two incongruous locations performing their on-set duties, posing for the camera while bringing together furniture and decor.

"What happens to the relation between reality and fiction when prying eyes sneak into the mechanisms of the production of an image," Mr. Michele asks in his statement. "What happens to fashion, when the true goes back to being just a moment of the false?"



Gucci Epilogue campaign. Image courtesy of Gucci

In a sign of the times, some of the models are seen wearing face masks while they prepare for the fashionable festivities. They gather together to watch the show at the vignette's conclusion.

Open door policy

While Gucci has historically been ahead of the curve with its marketing and brand strategies, challenging the rules of the industry and appealing to younger markets on a peripheral level, the brand has made earnest strides to transform internal processes and strategies to match the demand for transparency and responsibility by consumers.

The Kering-owned Italian fashion brand checked 48 percent of the transparency boxes this year, up from 40 percent in 2019, according to Fashion Revolution's annual Fashion Transparency Index. Additionally, Gucci was the only brand to score 100 percent in the section on Policy and Commitments ([see story](#)).

Researchers predict that as economies recover from the coronavirus pandemic, consumers will further look to patronize values-based brands. This shift can be attributed to shoppers having spent more time about the environment and other social issues during the pandemic ([see story](#)).