

APPAREL AND ACCESSORIES

Gucci embraces nostalgia in office-themed holiday effort

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The '90s-inspired Gucci gift campaign is set in an office. Image courtesy of Gucci

By SARAH RAMIREZ

Italian fashion label Gucci is setting back the clock with a holiday gifting campaign inspired by a 1990s office party.

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During a year when many have newfound appreciation for their work colleagues, Gucci transformed a drab, filing cabinet-clad office into a festive dance floor. The multichannel campaign also includes a new Gucci Arcade mobile game, an interactive gift guide and sustainably-sourced gift packaging.

"The office showcases a vintage vibe inside an old school *Office Space* vibe with office colleagues and characters in the work space of an office of times that have past," said Stephanie Navarro, digital marketing strategist at **Blue Moon Digital**, Denver. "The creative direction is on brand with Alessandro Michele's vision and Gucci's iconic look.

"The commercial campaign is a video representation of that style and look come to life, all while showcasing a rich Gucci holiday lookbook: a lot of gold and sequins and the iconic GG," she said.

Office party

Gucci's holiday film begins in an ordinary office. One employee hangs a paper sign announcing a holiday party for Dec. 16, 1994, complete with Secret Santa and a dance contest.

Party preparations begin including hanging decorations and wrapping gifts set to a soundtrack of 1982's "Only You" by Yazoo.

Gucci turns an office holiday party into a glitzy nightclub

Office-goers excitedly finish working and begin celebrating with champagne toasts and photos with Santa. Coworkers are seen singing karaoke, exchanging gifts and joyfully dancing together.

In a nod to the brand, some employees are seen photocopying a sequined Gucci handbag. Other pieces featured in the film include monogrammed sweaters, woolly jacquard blazers and sequined loafers

Gucci's gifting campaign was photographed by Mark Peckmezian and directed by Akinola Davies, Jr.

The campaign is complemented by a new Arcade game on the Gucci mobile application, inspired by both the arcade game Conga Master and the conga line in the film. Elsewhere on the Gucci app, consumers can tour the office including the desks, conference room and photocopy room to view and shop the individual pieces from the campaign.



The festive office campaign is shoppable on the GucciApp. Image credit: Gucci

On the label's website, shoppers can answer a brief quiz to find curated gift recommendations for different people on their holiday lists.

Starting Nov. 11, shoppers can also order gift wrapping with new Gucci packaging featuring an ornate green decorative pattern. Reflecting the brand's sustainability efforts, the paper and cardboard are uncoated to ensure fully recyclability, the shopping bag handles are made of recycled polyester and do not use glues among other design decisions to reduce environmental impact.

New type of holiday

Gucci has been expanding its gifting services in light of the pandemic.

In the spring, the fashion label debuted a new digital gifting service to make up for the loss of access to its bricks-and-mortar store network that is shut down in most markets due to COVID-19 lockdowns ([see story](#)).

The pandemic may also have influenced the brand's choice to portray a festive office party, a holiday tradition that many people will be foregoing this year.

Other holiday campaigns from Gucci have been more extravagant.

In 2019, Gucci celebrated the holiday season with a getaway to sunny shores ([see story](#)). For the 2018 gifting campaign, photographer Petra Collins shot a short video depicting revelers ringing in the New Year at a dance hall that dates back to the 1920s ([see story](#)).

"Being mindful that this holiday period is drastically different than anything anyone has ever seen doesn't mean the holiday spirit is missing," Blue Moon Digital's Ms. Navarro said. "Now, more than ever, people want to come together, even if it's virtual, and share the warm coziness of the holiday cheer."