

APPAREL AND ACCESSORIES

Gucci celebrates Lunar New Year with anime-inspired collection

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The Japanese character is featured throughout the brand's campaign. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Gucci is honoring the upcoming Lunar New Year with a dedicated collection featuring a renowned Japanese character.

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Doraemon, the cat-type robot sent from the 22nd century to help a young boy named Nobita Nobi, is an immensely popular manga and anime character. Gucci creative director Alessandro Michele has imagined the Doraemon x Gucci collection to commemorate the New Year celebration as well as the 50th anniversary of the character.

Doraemon delights

The collection for both men and women features different products with the pop icon in his classic blue color over Gucci's GG motif.

Shot by Angelo Pennetta, the campaign for the collection features Doraemon as a friendly companion who transforms everyday activities into joyful adventures. From having breakfast, to playing video games with friends or partying in the garden, the character in the role of an imaginary friend aims to bring color and joy into people's lives.



Doraemon gleefully jumps on beds with Gucci models. Image courtesy of Gucci

The pieces from the collection will be promoted through Gucci's digital channels and select Gucci stores worldwide. Later this month, a new playful disguise dedicated exclusively to the Year of the Ox will be revealed.

The Gucci 2021 Lunar New Year Collection has its own sustainable packaging, consisting of fully recyclable green bags and matching swing tickets referencing the 50th anniversary of the cartoon, all featuring Doraemon.

Additionally, the cartoon will take over selected store fronts and street installations in various cities across Australia, China, Hong Kong, India, Japan, Malaysia, Singapore, Taiwan, Thailand and Vietnam. Doraemon will also be the star of two Gucci ArtWalls in Shanghai and Hong Kong, where he will pose over the GG motif.

Entertainment will be available on the Gucci app, bringing the Doraemon figure to life using an augmented reality program. By scanning the Gucci ArtWalls and the dedicated packaging, users will discover a choreography by their favorite character.

Last month, Gucci released a nature-inspired campaign showcasing its collaboration with outdoor recreation brand The North Face. Based on the notion that travel leads to self-discovery, the collaboration aims to empower people in their quest to celebrate and express their own characters and personalities ([see story](#)).

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