

APPAREL AND ACCESSORIES

Gucci visits Hyde Park in winter campaign

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Singer-songwriter Celeste in the *Winter in the Park* campaign. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is going for a walk in the park in a new digital campaign photographed by Angelo Pennetta.

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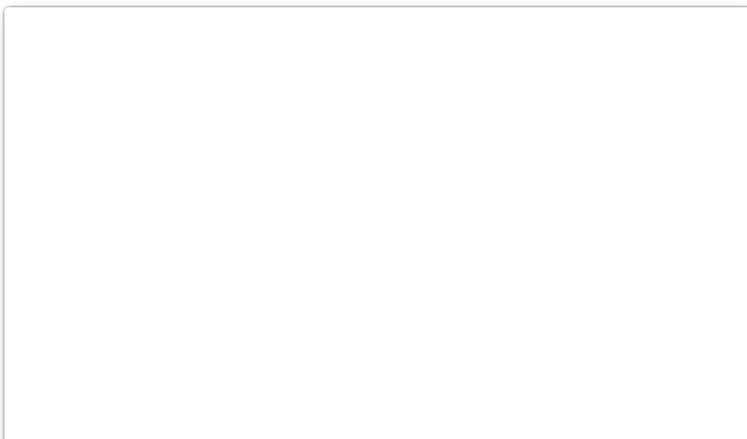
Singer-songwriter Celeste, fashion personality Alexa Chung and actor Vanessa Kirby star in the "Winter in the Park" campaign, which was photographed in London's Hyde Park last fall. The three protagonists wear '70s-inspired fashions in a color palette mixing bold colors and muted tones, as envisioned by creative director Alessandro Michele.

Winter in the park

Each woman poses individually in the park. The photographs balance a naturalistic setting with a touch of city glamour.

In one shot, Celeste lounges on a picnic blanket with oversized Gucci sunglasses and a cream-colored Horsebit 1955. Ms. Kirby is seen sitting cross-legged on a park bench in a belted print dress accessorized with mustard yellow tights and a Gucci Jackie 1961 hobo bag.

With a nod to sustainability, Ms. Chung wears a faux fur coat and denim pants as she leans against a picnic table.



[View this post on Instagram](#)

A post shared by Gucci Official (@gucci)

Vanessa Kirby discusses her favorite park activities

The campaign imagery is available on Gucci's Instagram, Twitter and ecommerce site. Brief videos show more shots of the scenery at Hyde Park with voiceovers by each star about how nature has been a refuge in recent months.

Gucci has also been leaning into retro aesthetics with its capsule collection with The North Face.

Now available online for a limited time, the ready-to-wear collection features goose-feather down padded coats and vests as well as shirts, shorts, backpacks and jumpsuits, inspired by The North Face original designs from the '70s. Also included are quilted jackets, scarves, hats and windbreakers, skirts, chemise dresses, T-shirts and sweatshirts ([see story](#)).

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