

APPAREL AND ACCESSORIES

Gucci spreads love' in romantic digital campaign

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Single image from the Valentine's Day digital collaboration. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is celebrating Valentine's Day with a dedicated zine in collaboration with photographer Brad Elterman.

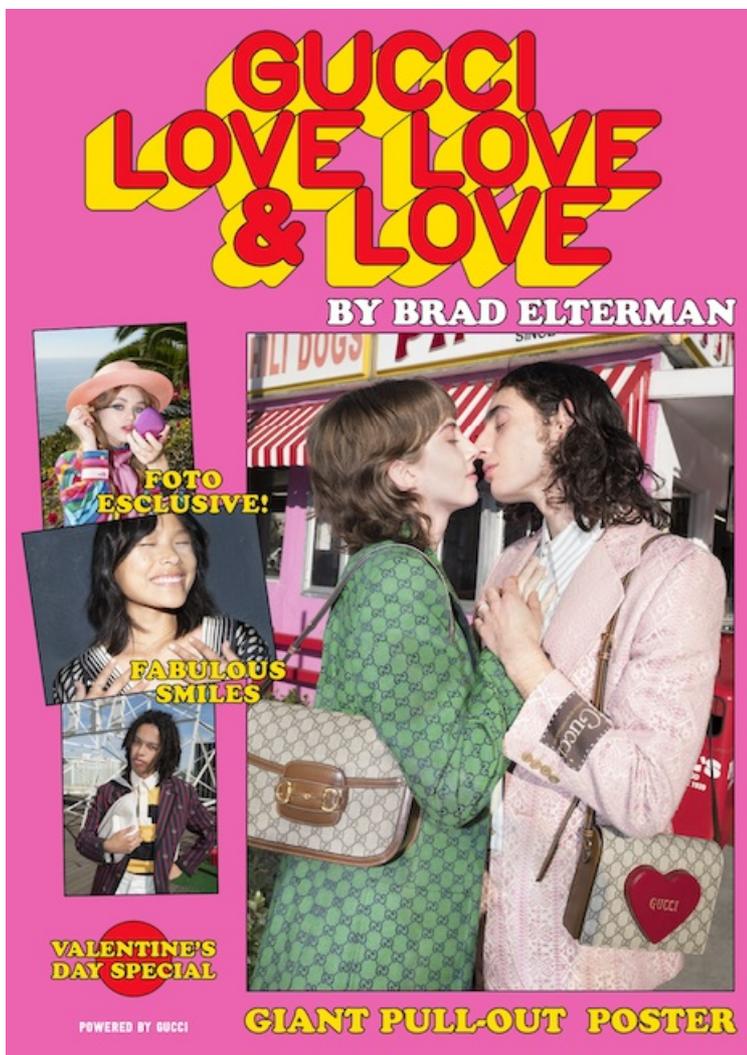
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Gucci Love, Love & Love provides a glimpse of creative director Alessandro Michele's views of love and beauty and showcases a new product line featuring a striking new heart symbol in celebration of St. Valentine. A limited edition print version of the zine will be available at Gucci Garden bookstore in Florence and at Gucci Wooster in New York City starting Feb. 11.

Love, Love & Love

The Los-Angeles based photographer played a prominent role in documenting the 1970s rock-and-roll music scene, bringing insight to the lives and moments of musicians through his candid lens.

Since 2014, Mr. Elterman has been producing a limited-edition publication called *Fanzine* that showcases his work. As a fan of the low-tech zine format, Mr. Michele chose to partner with Mr. Elterman for this special project.



Cover image of Gucci Love, Love & Love zine. Image courtesy of Gucci

For the romantic campaign, Mr. Elterman captured images of love in all its forms in his hometown. Through his joyful and positive lens, he introduces a group of eclectic characters celebrating the diversity of love through playful and light-hearted poses and interactions with one another.

The Gucci heart, which often has the 3D appearance of a child's toy, is seen in jewelry, as well as leather and silk pieces. Also prominent in the publication are Gucci Beauty collections, from Gucci Guilty Love Edition, to a selection of lipsticks and face and eye make-up products, as well as handbags from Gucci's Beloved lines: Dionysus, GG Marmont, Jackie 1961 and Gucci Horsebit 1955.

Elterman's newly commissioned pictures for Gucci, infused with the free spirit of the brand, are paired with other recent work of his as well as complementary images from his extensive archive.

The zine is available online at lovelovelove.gucci.com.

As it looks at more aggressive efforts beyond carbon neutrality, Gucci revealed an updated climate strategy on Jan. 26. The new Natural Climate Solutions Portfolio focuses on protecting and restoring natural habitats through various initiatives.

The brand is investing in reforestation projects within and outside its supply chain, among other efforts ([see story](#)).