

APPAREL AND ACCESSORIES

Gucci completes "Overture" series with ode to California

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New campaign for Gucci Overture. Image credit: Gucci

By NORA HOWE

Italian fashion house Gucci is paying homage to the free spirit of the West Coast through a new film campaign, bringing its fall #GucciFest series full circle.

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The seven-part *Overture of Something That Never Ended* short film series debuted at Gucci's digital film festival last year. With its latest installment, the brand continues the eclectic energy from the original series, highlighting items from its latest collection while playing with themes of freedom and self expression.

"The marketing strategy behind the *Overture* series was to create and reimagine the traditional runway show fashion houses have produced for years," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York. "It was less about being seen as an ultimate experience but one of expansion, travellife.

"From hidden notes to intercom conversations, to drive-in movies, each moment is one that viewers can relate to on a personal level, drawing them closer to the brand, ultimately creating greater emotional attachment."

Not an ordinary ending

Due to the COVID-19 pandemic, fashion brands were forced to think outside of the box in terms of marketing strategies and keeping their consumers engaged with their brands.

Gucci creative director Alessandro Michele announced in May that the brand would veer from the five-runway-shows-per-year schedule and instead host two co-ed season-less shows.

With effects of the pandemic still looming in November 2020, Gucci hosted its own Fashion Week in the form of a digital film festival.



The digital #GucciFest ran for one week in November featuring notable friends of the house Billie Eilish and Harry Styles. Image credit: Gucci

From Nov. 16 through Nov. 22, #GucciFest released several short films featuring new designers as well as the label's seven-part miniseries *Ouverture of Something That Never Ended*, which follows an eclectic character through her day-to-day life in Rome ([see story](#)).

On Friday, the brand released the final installment of the *Ouverture* series campaign with a film-within-a-film focused on the golden coast of California.

"The film-within-a-film style emulates the position Gucci has taken in its approach to design by oscillating between female and male, Italian and English, classical music played on non-traditional instruments and eclectic characters," Ms. Miller said. "It is evocative and full of feeling, a juxtaposition working in a multidisciplinary way."

Shot in Southern California by Glen Luchford, the campaign features a group of friends out and about in Los Angeles, on beaches and overlooking bright cityscapes.

They are all seen dressed in Gucci apparel and accessories, lounging by pools or visiting the [Griffith Observatory](#).

Mr. Luchford has frequently collaborated with Gucci and Mr. Michele on a number of projects over the years, including the art wall launch for the Gucci *Mmoire d'une Odeur* fragrance ([see story](#)), as well as for its 2019 cruise collection film campaign "Gucci Goth," a moody retelling of Noah's Ark ([see story](#)).

Set to Minnie Riperton's "Lovin' You," the film follows the group through a carefree sunny day, ultimately arriving at a drive-in movie theater where *Ouverture of Something That Never Ended* is being screened.

Gucci Ouverture Of Something That Never Ended: The Campaign

The campaign aims to reflect on "something that never ended," recalling imagery from the Gucci fall/winter 2015 campaign Mr. Michele's first official collection as creative director of the house ([see story](#)).

For a few days leading up to the video release, the brand teased audiences with images of bags and other accessories from its latest collection on its social media accounts.

"The mood of the film captured a language as if the clothing were speaking to the viewers, inviting them to not just observe, but to participate," Ms. Miller said. "The final installment of *Ouverture* moved viewers from Italy to the United States, expressing a similar breadth and depth of culture, friends, life and an unimposing way to enjoy fashion."

Old Hollywood

The vintage Hollywood cinematic style has been a popular choice for many luxury fashion houses over the past year.

In February, Italian fashion label Moschino played up its offbeat nature by offering consumers several entertaining worlds for its fall 2021 film campaign. Under the direction of creative director Jeremy Scott, "Jungle Red" nodded to old Hollywood cinema and glamour ([see story](#)).

In December 2020, Italian fashion house Versace paid homage to Hollywood culture with a humorous holiday film featuring comedian Jordan Firstman in collaboration with Cond Nast's *Vogue*.

The three-minute film opens with Mr. Firstman's character, a bigwig Hollywood screenwriter dressed in a colorful ensemble and gold jewelry, walking out of his Hollywood Hills home to his white convertible where he opens a trunk full of gifts wrapped in Medusa-print wrapping paper and red bows ([see story](#)).

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