

APPAREL AND ACCESSORIES

## Gucci presents "Beloved" talk show with notable celebrities

April 23, 2021



*Harry Styles and James Corden for Gucci Beloved. Image courtesy of Gucci*

By NORA HOWE

Italian fashion house Gucci has commissioned the help of some of its famous friends in a new late-night talk show campaign that places its signature handbags in the spotlight.

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Hosted by British comedian and talk show host James Corden, Gucci's "Beloved Talk Show" stars musician and actor Harry Styles, tennis icon Serena Williams and actors Awkwafina, Diane Keaton, Sienna Miller and Dakota Johnson. Inspired by late-night Hollywood talk shows, creative director Alessandro Michele and photographer and director Harmony Korine have created a distinctive campaign showcasing four of the brand's most iconic handbags.

"Gucci's play on the classic talk show is very clever," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York. "The concept takes on a dual role entertainment and promotion during the experience rather than breaking from tradition and having a commercial after a segment of the show's interviews."

It captures each classic handbag's personality by aligning them with a current talent that exudes energy, laughter and humor - showcasing fashion in a light-hearted manner while seemingly including the audience in the experience.

Gucci Beloved

From "The Tonight Show" to "The Graham Norton Show," the late-night talk television format has become a pop culture staple.

Playing off of this cultural phenomenon, Gucci has invited a string of well-known stars and friends of the house to appear on its talk show stage.

"We decided to show the concept of beloved' in an ironic way in the campaign, being inspired by the fact that bags are the protagonists in my life and in the lives of many other people," Mr. Michele said in a statement. "We went back in time to the original TV talk shows, where the protagonist is the bag itself, the big star."

*Dakota Johnson and James Corden / Gucci Beloved*

Although the videos mimic the typical structure of a talk show format, each "interview" is slightly different and playfully awkward.

For instance, after Mr. Styles' interview, he and Mr. Corden sit quietly in a green room, making uneasy small-talk while waiting for the musician's car to arrive.

When Mr. Corden welcomes Ms. Williams to the stage, the crowd continues cheering for an elongated period of time almost too long. Eventually, the tennis legend takes her seat, but at that point Mr. Corden explains they are "out of time."

The pieces featured throughout the campaign are part of the four Gucci Beloved Lines, a reference to the house's past and present, each designed by Mr. Michele with a contemporary approach to archival elements.

The Dionysus bag features two tiger heads shaped in the form of a spur, an ode to the Greek god who is said to have crossed the river Tigris on a tiger sent to him by Zeus.

The Gucci Horsebit 1955, distinguished by a double ring and bar, a motif that encapsulates Gucci's equestrian heritage, connects archival elements with contemporary details.

The GG Marmont is defined by the Double G, an archive-inspired styling of the initials of the brand.

Finally, the Jackie 1961, known for its curved half-moon shape and piston closure.

"Very often these creations are named after influential women who conditioned the habits and customs of many," Mr. Michele says. "Now we have them in a show and twisted with the idea that there were two stars: the bag and the actual talent."



*Serena Williams and James Corden for Gucci Beloved. Image courtesy of Gucci*

Keeping up with Gucci's digital-first approach, tailored virtual content will also be available on the Gucci App, including a new game which will debut on its Arcade section, engaging gamers with products and props of the campaign.

Episodes of the talk show and other campaign imagery can be found on Gucci's social channels, including YouTube, Facebook, Instagram and Twitter, as well as the brand's ecommerce site.

"The campaign honors talent, design, a spirited lifestyle, thought provoking combinations, massive color and shape stories, all clientele and perhaps the most important element a twist on enjoyment," Ms. Miller said. "After all, is that not what fashion is about, allowing the customer to express oneself?"

The ensembles of people, handbags, fashion and conversation leaves the viewer excited to see the next episode exactly what a successful talk show creates engaged viewerscustomers.

Comedic relief

Gucci is notorious for its creative and, oftentimes, offbeat, ironic and self-aware messaging.

Early last year, Gucci introduced its #AccidentalInfluencer project as a playful take on the notion of imitation and replication for its reissued and reimagined Gucci Tennis 1977 sneaker. The digital project was seen through the lens of London-based artist, photographer and director Max Siedentopf, who also shot the campaign for the Gucci Osteria effort ([see story](#)).

Then the brand followed up a few months later with a new iteration of the project, juxtaposing the Gucci Tennis 1977

sneakers with images and videos of characters whose apparel match the furniture pieces and objects in their surroundings ([see story](#)).

Poking fun at knockoff products and counterfeit culture, Gucci also released a bold, self-aware ready-to-wear "Fake/Not" collection of shoes, outerwear, scarves and accessories last year ([see story](#)).

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