

APPAREL AND ACCESSORIES

## Gucci looks to fall with playful spin on remote work

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*Gucci Towards Autumn features fall pieces for those working remotely or in an office. Image credit: Gucci and Cond Nast*

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By NORA HOWE

Italian fashion house Gucci, in collaboration with publishing company Cond Nast, has unveiled its Gucci Towards Autumn capsule, a fall lineup intended for those returning to the office or working remotely.

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Since the COVID-19 pandemic upended offices, businesses have shifted to a hybrid working model, allowing for new senses of freedom and professional styles to emerge. Selections highlighted through a series of playful images in Gucci's "Towards Autumn" edit include soft wool and knitwear and other ready-to-wear pieces, as well as its Beloved handbags, boots, jewelry and accessories all within an autumnal palette of reds, oranges, browns and beiges.

New style for fall

Gucci Towards Autumn features styles from both mens- and womenswear.

For the campaign, the brand captured models working at desks in rustic locations such as meadows and in canoes a playful take on the concept of remote working.



*Inspired by new ways of working, images feature models in non-traditional office environments. Image credit: Gucci and Cond Nast*

The pandemic has completely shifted expectations for professional environments, including where employees should work and what they should wear.

Since early 2020, many professionals have discovered working remotely is just as, if not, more beneficial to their work productivity and overall well-being. By contrast to the traditional office environment, working remotely allows for a more casual or relaxed style.

For those companies maintaining their real estate, [NPR predicts](#) the new office look is "power casual," clothing that allows people to move comfortably but is also structured and durable.

Fashion designers Jason Wu and Emma Willis, who spoke at FT Business of Luxury Summit on May 20, see the future of fashion as a marriage of elegance and comfort. They suggested that casualwear is here to stay, but with an emphasis on polish, quality and occasion ([see story](#)).

[View this post on Instagram](#)

A post shared by Gucci Official (@gucci)

In addition to Gucci, other luxury fashion houses are introducing collections that contradict traditional formalwear.

German fashion house Hugo Boss launched new codes for its fall/winter 2021 collection this week, introducing three individual styles: new formal, clash of codes and sports style. Each style takes a more versatile approach, suggesting casual substitutions for traditional components ([see story](#)).

In keeping with its notable style, the Gucci Towards Autumn edit features a retro-inspired GG monogram alongside other playful motifs. Consumers may shop the fall edit on the brand's ecommerce site.

#### Media relations

Imagined by Gucci creative director Alessandro Michele and brought to life in partnership with Cond Nast, the Towards Autumn campaign marks yet another collaborative project between the two companies.

In April 2018, Gucci teamed up with Cond Nast's *Vogue* to create a series of photographs showcasing its fashion around the world. In the "25 Ways to Gucci" campaign, the brand showcased siblings, parents and children and other groups of people from countries around the world wearing pieces from Gucci's collections.

Despite the diverse backgrounds of the models, all of the photographs in the first installment of the series were shot on the streets of New York ([see story](#)).

A month prior, the brand teamed up with the media company's British *GQ* to highlight the stories of creative individuals.

The installment followed five influential men as they travel to a place that shaped them. Rather than one-off articles, native content partnerships often revolve around ongoing campaigns or series, allowing a brand and publication to make more of an impact ([see story](#)).

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