

APPAREL AND ACCESSORIES

## Gucci takes musical cues for multichannel centennial effort

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Several musical genres are celebrated in the Gucci 100 campaign. Image courtesy of Gucci

By SARAH RAMIREZ

Italian fashion house Gucci is celebrating the connection between fashion and music in a joyful centennial campaign.

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In "Gucci 100," the brand reflects on stand out musical moments from the last century. In a multichannel extension of the campaign and collection, Gucci has also launched immersive pop-ups in several locations.

"I think that creating a video that celebrates their heritage while merging it with musical moments that everyone in the globe also enjoyed is a way to celebrate the global community and shows that a luxury house can resonate to a wide audience of current, future and potential consumers," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

Ms. Smith is not affiliated with [Gucci](#), but agreed to comment as an industry expert.

### Musical inspiration

Directed by Joshua Woods, with creative direction from Gucci's Alessandro Michele, the new film explores different musical genres from the last 100 years.

According to data from Musixmatch, "Gucci" has appeared in the lyrics of more than 22,700 songs since 1921. This served as a catalyst for the campaign and the collection.

Similarly, the soundtrack to the brand's Aria runway film featured Gucci-themed songs produced over the years, including Lil Pump's "Gucci Gang," Rick Ross and Future's "Green Gucci Suit," Bhad Bhabie and Lil Yachty's "Gucci Flip Flops" and more ([see story](#)).

### *Pop culture is a key inspiration for Gucci*

"The centennial, for me, represents an opportunity to bear witness to Gucci's eternal vitality that year after year, is reborn, it renews itself, reestablishing an unusual relationship with contemporaneity as a boy, forever young, observing the world with a powerful vision," Mr. Michele said in a statement. "I recognized the manifestation of its

youth in its having intercepted and traversed, for one hundred years now, popular culture in all its forms.

"Above all, in music: the only medium, aside from fashion, more reactive to the times that mutate and mark the new, the today, the now."

The vignette is structured like a musical variety show, with the host introducing the featured tracks. Both the musicians and audience members in the background are decked out in Gucci apparel and accessories.

Ella Fitzgerald's "I'll Chase The Blues Away" is the first song in the film. A model lip syncs to the jazz classic while at the piano, and a big band ensemble appears onstage behind her.

After the first performance, the film metaphorically travels to Japan and Nigeria with abbreviated sets of The Nurse's "Time Limit" and "Zombie" by Fela Kuti and Afrika 70.

"In each vignette, we see how key pieces can be worn differently and how they highlight the person whether they are a performer or a listener," Ms. Smith said. "I enjoyed how they selected a number of genres that were followed by people who were diverse in their appearances and thoughts of that time and reflects the fiber of those that enjoy it today."

The host then introduces other American classics, "You're Gonna Miss Me" by Texas rock band The 13th Floor Elevators and the global hit "I Love The Nightlife (Disco Round)" by Alicia Bridges. The latter track is performed on a dance floor, complete with a mirror ball.

Moving forward to the 1990s, the final track is Ice Cube's hip-hop classic "It Was A Good Day." Gucci's film pays tribute to the original music video with a group of models hanging out in a convertible, similar to the one Ice Cube drives through Los Angeles.

One of the final shots teases a scale model of the vintage "Seville by Gucci" Cadillac, seen spinning on a vinyl record. The fashion label is collaborating with toy manufacturer Mattel for its first official collectable with Hot Wheels in a limited release.

The film concludes with the hosting bidding the audience farewell.

"Remember, music is mine, music is yours, music is ours," he says. "Seats reclined. Here's to the next 100."



*The Gucci 100 pop-up in the New York Meatpacking District. Image courtesy of Gucci*

To support the Gucci 100 collection and campaign, the brand has unveiled a new series of Gucci Pop-Ups in New York, Miami, Los Angeles and Vancouver, as well as select Gucci stores through Oct. 24. A digital experience is also available.

The bespoke pop-up stores, which are available by appointment only, reflect the campaign's musical theme. For instance, visitors can spin a wheel to discover a playlist of songs namechecking Gucci, which is also available for streaming on Spotify and Apple Music.

#### Centennial celebrations

Several of Gucci's recent campaigns have honored its centennial and looked to pop culture for inspiration.

This spring, the house 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.

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, Mr. Michele and photographer and director Harmony Korine have created a distinctive campaign showcasing four of the brand's most iconic handbags ([see story](#)).

More recently, Mr. Michele looked to Gucci's own history as inspiration for the Aria short film, as well as philosophy and pop culture. The campaign also played with themes of androgyny and erotica, while staying within the context of the brand's heritage ([see story](#)).

"I think as a brand, Gucci has always made an effort to place themselves in various ways to make them accessible beyond having the physical brand whether it's supporting DJs, creating their line with avatars etc.," Ms. Smith said.

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