

APPAREL AND ACCESSORIES

Gucci, The North Face release dreamy campaign celebrating new chapter

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The Gucci x The North Face campaign celebrates self-discovery and self-expression. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** and outdoor recreation brand The North Face has released the campaign for the second chapter of its collaboration.

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The campaign reflects core values inherent in both brands: self-discovery and self-expression. Set in Iceland, the campaign film intimately and stylishly highlights the new collection, set to an upbeat soundtrack fostering a theme of wanderlust.

Chapter two

The film opens with a shot that mimics a home video then transitions to high-definition video shots of people traversing disparate spots in Iceland, fashioning the looks from the new collection.

Gucci creative director Alessandro Michele teamed up with French twins Jan and Jibril Durimel who shot the campaign, fostering an inviting and exciting dream-like quality to the effort. Different shots highlight various looks bomber jackets, colorful prints and more set against the immensely scenic landscapes of the European country.

Iceland is a stunning backdrop for the second chapter of the collection

Musician Moby's song "Go" serves as the campaign soundtrack.

The collection for men and women includes ready-to-wear, accessories, luggage and shoes. Hiking boots, backpacks and insulated jackets palpably reflect the outdoor-driven foundation of The North Face ([see story](#)).

The packaging for the pieces is enclosed in pink, featuring The North Face x Gucci logo. The products have been thoughtfully designed to reduce environmental impact, with all paper and cardboard coming from sustainably managed forest sources with fully recyclable uncoated paper.

In an additional attempt to reduce the amount of paper, larger items also come in shopping bags and cotton covers without boxes.

Gucci and The North Face first collaborated last winter, in a partnership that proved to be extremely popular for the

luxury label.

First launched in China in late 2020 before a worldwide debut in January 2021, the original The North Face x Gucci collection features goose-feather down padded coats and vests as well as shirts, shorts, backpacks and jumpsuits, inspired by The North Face original designs from the '70s. Also included were quilted jackets, scarves, hats and windbreakers, skirts, chemise dresses, T-shirts and sweatshirts ([see story](#)).

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