

APPAREL AND ACCESSORIES

## Gucci unveils Valentine's Day zine

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*Artist Ariana Papademetropoulos stars in Gucci's latest love-inspired zine. Image courtesy of Gucci*

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By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has collaborated with Los Angeles-based visual artist Ariana Papademetropoulos for an exclusive zine to celebrate an upcoming holiday.

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Presented in a graphic novella format, "A Love Story Presented By Gucci" follows a small fairy, portrayed by Ms. Papademetropoulos, as she searches for love with the help of her friend, artist Isabelle Albuquerque. Incorporated throughout the photo narrative is Alessandro Michele's Valentine's Day 2022 collection.

Love conquers all

Ms. Papademetropoulos is known for exploring the psychological effects of interior and domestic spaces. In her artwork, she aims to evoke a sense of shifting and coexisting realities.

For Gucci's Valentine's Day zine, the artist configured installations and environments shot by photographer Alexandra Cabral, bringing the vision to life through a series of images inspired by the surrealist, pop art style of the 1960s.

Styled by Natasha Newman-Thomas, the narrative stars Akdeniz Rysmedieva, Alton Mason, Cheikh Tall, Chloe Magno, Dagsen Love, Delilah Parillo, Haatepah, Isabelle Albuquerque and Makala Johns.



"A Love Story Presented by Gucci" cover. Image courtesy of Gucci

Gucci's Valentine's Day 2022 collection features newly designed geometric and multi-dimensional heart-shaped bags, as well other bags and accessories with the word "LOVE" printed across each piece.

This same theme is reflected on sneakers, slide sandals and silk scarves with GG monogram canvas, along with a selection of pink Padlock and Petite Marmont bags accented with tone-on-tone strawberry and cherry details.

A shoppable Valentine's Day edit is available on [Gucci.com](https://www.gucci.com), with products ranging from \$42-\$4,000.

The zine is available [online](#), and a limited print version will be given out at the Gucci Garden bookstore in Florence and the Gucci Wooster store in New York from Feb. 10-14.

For last year's Gucci Valentine's Day zine, the brand collaborated with photographer Brad Elterman on Gucci Love, Love & Love.

The project provided a glimpse of creative director Alessandro Michele's views of love and beauty and showcased a new product line featuring a striking new heart symbol in celebration of St. Valentine ([see story](#)).

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