

APPAREL AND ACCESSORIES

Gucci extends life of Love Parade' from runway to screen

February 22, 2022



Miley Cyrus stars in the new film. Image courtesy of Gucci

By NORA HOWE

Italian fashion house Gucci has debuted its "Love Parade" film campaign, three months after the show unfolded along Hollywood Boulevard in Los Angeles.

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An ode to Hollywood and creative director Alessandro Michele's love of Los Angeles, "Love Parade" was the house's first in-person fashion show since February 2020 ([see story](#)), just a few weeks before COVID-19 upended daily life. Featuring some familiar faces, the new campaign captures the essence of the show while honing in on the core spirit and eccentricity that define Gucci.

"I thought about how my mother raised me as a devout worshipper of beauty," Mr. Michele said in a statement. "About the gift of dreaming, which I cannot go without.

"About the aura of cinema, which generates mythologies," he said. "This is why I chose Hollywood Boulevard."

Love Parade: the after party

The Gucci Love Parade called upon an impressive cast to model the looks, including Jared Leto, Jeremy Pope, Steve Lacy, Grace Johnson, Jodie Turner-Smith, St. Vincent, Miranda July, Phoebe Bridgers, Janaya Khan, Kodi Smit-McPhee, Macaulay Culkin and Hayden Pedigo.

The collection, channeling old Hollywood glamour, illustrated an amalgamation of style from gowns, Gucci leggings and catsuits and more. Cinematic touches were echoed through the use of cowboy hats, feathers and faux fur coats.

Celebrities and other glamorous guests indulge in the allure of fashion and beauty

The film takes the runway celebration a step further, inviting more notable celebrities and brand ambassadors such as Miley Cyrus, Snoop Dogg, Beanie Feldstein, Deng Lun, Jungjae Lee and Liu Wen to join in on the festivities.

For nearly two minutes, audiences watch as these famous figures indulge in endless treats and laughter, portraying pure Hollywood glamour.

Dressed in bright colors, glittering ensembles and distinctively Gucci pieces, the film's subjects cheers with cocktail glasses and engage in playful food fights.

Captured by photographers Mert Alas and Marcus Piggot, the stars celebrate the ritual of the banquet, which then turns into, what Gucci describes as, the Dionysiac ritual of dancing.



The film switches from a celebratory feast to a dance scene. Image courtesy of Gucci

"Venus In Furs" by The Velvet Underground serves as the soundtrack to the narrative.

The "Love Parade" campaign is intended to be an exclusive preview prior to the launch of the collection, however, certain looks are previewed on Gucci.com and available in the New York and Beverly Hills flagship stores.

Gucci off the runway

As the COVID-19 pandemic deterred brands from doing much in the physical space, Gucci imagined new and inventive ways to get its collections in front of consumers without entering the catwalk.

In November 2020, the house showcased its spring/summer 2021 collection and highlighted the work of emerging designers through a digital film festival.

Over the course of a week, #GucciFest released several short films featuring new designers as well as the label's seven-part miniseries directed by Mr. Michele and filmmaker Gus Van Sant, *OUVERTURE of Something that Never Ended* ([see story](#)).

As it has seldom shied from an opportunity to work with recognizable faces, in April 2021, Gucci commissioned the help of some of its famous friends in a late-night Hollywood-inspired talk show, directed by Mr. Michele and photographer and director Harmony Korine, that placed its signature handbags in the spotlight.

Hosted by British comedian and talk show host James Corden, Gucci's "Beloved Talk Show" starred musician and actor Harry Styles, tennis icon Serena Williams and actors Awkwafina, Diane Keaton, Sienna Miller and Dakota Johnson ([see story](#)).