

APPAREL AND ACCESSORIES

## Gucci sets the clock with Idris Elba for new timepiece collection

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*Idris Elba stars in Gucci's newest timepiece collection campaign. Image courtesy of Gucci*

By NORA HOWE

Italian fashion house Gucci is contemplating the concept of time with British actor and producer Idris Elba as the face of its newest 25H timepiece collection.

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Envisioned by creative director Alessandro Michele and brought to life by Mert Alas and Marcus Pigott, the campaign features the "Luther" star reciting a monologue in a single-take sequence. Focused on the premise of his use of time, the actor dons brightly colored tailored suits in a series of still images and a short film.

"Idris Elba transforms from the cool Gucci model to the boy next door with his irresistible smile," said Christopher Ramey, CEO of Affluent Insights, Palm Beach. "The [campaign] is fun and authentic, properly reflecting Gucci's best prospect's inner secret."

### Time for Gucci

In a short video, Mr. Elba contemplates his relationship with time in a voiceover monologue.

"I have never had enough time, and I probably never will," he says as he models the newest addition to the brand's lineup. "Like a kid in a candy store with time I spend it all.

"And I come back for more and more and more," he continues. "It's my greatest joy."

Art directed by Ezra Petronio and photographed by Mert Alas and Marcus Pigott, the film is shot with a one-point perspective in a carefully constructed single-take scene.

*For Idris Elba, it's Gucci time*

The supplemental images depict a similar retro-styled pose and confidence seen in the video. With vintage style and contemporary language, the campaign aims to symbolize a confluence of past and present through the tagline, "It's Gucci Time."

Inspired by the sleek aesthetic of contemporary architecture, the Gucci 25H 40mm timepiece has a multi-layered silhouette and ultra-thin profile.

Defined by clean lines, contrasting finishes and integrated bracelet, it marks a pivotal moment in Gucci's 50 years of watchmaking savoir-faire.

Several automatic editions, fitted with the Gucci GG727.25 caliber, are among the timepieces worn by Mr. Elba in the campaign. Alongside the 40mm steel model, which he wears in the video, are counterparts in steel and diamonds.

Two tourbillon iterations featuring the Gucci caliber flying tourbillon as well as several different sizes and styles of the quartz editions are featured. They are all crafted with 4mm cases.

Best known for his roles in the HBO series "The Wire" and BBC One's "Luther," Mr. Elba is a five-time Emmy Award-nominated and Golden Globe Award-winning actor.

Beloved for his confidence and magnetism on and off the screen, he was also named *People* magazine's Sexiest Man Alive in 2018. This confidence comes through in Gucci's campaign through his empowering delivery.



*Gucci often taps globally renowned actors, artists and musicians to front its campaigns. Image credit: Gucci*

Gucci's 25H collection ranges from \$1,700 to \$9,700.

Fashion takes a turn at time

While many watch connoisseurs may suggest leaving haute horlogerie up to the Swiss brands, that has not stopped luxury fashion houses from trying their hand.

Last year, French fashion house Hermès and watch platform Hodinkee reunited for a timepiece collaboration, their first joint effort since 2018.

The Hermès H08 Limited Edition for Hodinkee is a playful and casual watch suited for everyday wear. The exclusive piece is a special take on the H08 collection, which Hermès debuted at Watches & Wonders 2021.

The limited-edition H08 has a 39 mm titanium case with a durable matte black finish and a black ceramic bezel, for a unique, mixed metals aesthetic. The dial and textured silicone are a contrasting taupe, while the orange arrow of the second hand is a nod to Hermès' signature shade.

Only 100 numbered timepieces were produced as part of the partnership, priced at \$7,275 compared to the traditional titanium H08's price tag of \$6,050 ([see story](#)).

More recently, France's Chanel delved into its watchmaking offerings with a playful campaign centered on the J12.

The six-part series returned with the same cast as last year's J12 effort, models Mona Tougaard and Giedre Dukauskaitė, to uncover more details of the house's iconic timepiece. The short films had the same black-and-white aesthetic typical of Chanel's watchmaking campaigns and the brand's trademark lightheartedness ([see story](#)).

"Woe be to any house that chooses to sell objects instead of desire for their brand," Mr. Ramey said. "Objects can be improved or interpreted, whereas brand can never be copied.

"A brand that creates desire for itself can compete successfully in any category."