

APPAREL AND ACCESSORIES

## Gucci, Adidas tout retro sportiness, chicness in new campaign, collection

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The new Adidas x Gucci collection features sweatshirts, hats, polo shirts and bags. Image credit: Gucci

By KATIE TAMOLA

Italian fashion label Gucci and German sportswear brand Adidas are reminding consumers that good fashion is timeless with a new campaign celebrating their new capsule collection.

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In a short film that was inspired by a 1979 Adidas catalog, models enthusiastically fashion the looks from the new Adidas x Gucci collection. Treating bags like weights and ruminating on individuality, the protagonists of the campaign bring an entertaining and inviting energy to the collection.

"This spot is effective with its use of color, depth of product assortment/categories and having an aesthetic that draws you in," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "Whether you're enjoying the music, seeing models incorporating activity into their looks or simply the retro nature of archival respect to the 1979 collection, you find yourself drawn into the collection."

Coming alive

The vignette honoring the collection opens with the Adidas trefoil symbol with the word Gucci underneath.

As a soundtrack of Taana Gardner's "Heartbeat" begins playing, models emerge, adorned in offerings from blue polo shirts to bags, which one model comically lifts like a weight.

*Some tennis, hula hooping and iconic fashion*

"It's human nature to want to know what's around the corner," one model says. "So I keep looking!"

The efforts to meld the brands' respective heritages from Gucci's creative director, Alessandro Michele, are abundantly clear as models skateboard, hold tennis racquets, rotate hula hoops and more illustrating the ultimate marriage of sporty and chic.

Offerings include a simple polo with Gucci colorways of red and green; a sleek black bag with both Adidas name, the brand's trefoil and Gucci name spotlighted; a yellow hat; a tan long-sleeve shirt and more.

With bright colorways, tracksuits and additional vintage references, the collection juxtaposes the fashionable feels

of both the past and present. The collection continues weaving house codes and symbols Gucci's colorways, Adidas' stripes and trefoil and more, with the film revealing what the union embodies.

The short film progresses as models explain the feelings that the collection elicits.

"I live on the fine line between genius and obsession," one model says.

The film reminds consumers that with the new collection, anyone can make any item their own, as Adidas and Gucci are aiming to provide the ideal means of confident, sporty self-expression.



*To comically highlight of the sportiness of the collection, models lift bags like weights. Image credit: Gucci*

The collection will be available through several outlets, including a new series of popups in Los Angeles, which will be decorated with the geometric prints reflected in the collaboration.

Open dedicated "pop-in" locations within existing stores including New York Wooster Street and Fifth Avenue, Gucci East Hampton, Miami's Aventura Mall, Chicago Michigan Ave, Houston Galleria, Atlanta Lenox and Holt Renfrew Toronto Yorkdale will also offer the collection.

In addition to being sold at select stores and popups, the collection is available online on Gucci.com. A dedicated product selection will also be available on Adidas' Confirmed app.

#### A seamless partnership

The campaign celebrating the partnership illustrates a seamless collaboration where Gucci and Adidas build off each other, stylishly blending one another's codes to create something both unique yet true to the respective brands.

Gucci and Adidas first announced the partnership in February, melding their codes and brand ethos publicly.

The collaboration was revealed at Gucci's fall 2022 ready-to-wear show on Feb. 25, as models walked in several disparate looks from the new connection ([see story](#)).

The brands also teased their new capsule collection with a lookbook last month ([see story](#)).

While staying true to their brands' heritages, Adidas and Gucci pave the way for consumers to also stay true to themselves, giving them myriad options for self-expression or to try something new.

"The idea that you can obtain the Adidas x Gucci collection and find a way to work it into your look is very appealing," Ms. Smith said. "It lets you see each brand in a new way whether you're already a fan or will become one.

"It also lets you keep both brands in mind for their own collections or future collaborations that they may do with each other or with other brands."

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