

APPAREL AND ACCESSORIES

## Gucci celebrates sunny days with new summer collection

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*Shot on the coast of Massachusetts, the campaign exudes summer. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** has introduced its "Toward the Sun" collection of ready-to-wear pieces and accessories designed for warm weather and sunshine.

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Boasting a combination of lightweight, breathable materials and bright colors and patterns, the collection was created to symbolize the ease and comfort that comes with the summer months. To promote the collection, Gucci released a campaign that was shot in Provincetown, Massachusetts a notable coastal New England getaway.

Toward the Sun

Shot by Julie Greve, a series of still images and three short videos captures a cast of models partaking in summer activities on the northern-most part of Cape Cod swimming, sunbathing and traversing around a lighthouse.

For the collection, Gucci's classic GG monogram is woven into bags, shoes and accessories, while houndstooth and seersucker patterns stand out.



*Models are shown swimming, laying on the beach and walking through town. Image courtesy of Gucci*

The women's ready-to-wear collection suggests practical femininity with comfortable muslin slip dresses with lace and a selection of bathing suits. The men's lineup ranges from casual to sophisticated with jogging shorts, patterned pants, nylon jackets and double-breasted blazers.

The Towards the Sun collection is available online and in Gucci boutiques around the world and will be presented in dedicated window displays and pop-ups with a creative concept inspired by the houndstooth design featured in the collection.

Gucci has been on a creative kick recently, as it unveiled a ready-to-wear collection earlier this week inspired by the relationship and creative synergy between creative director Alessandro Michele and singer Harry Styles.

The British pop star has been a friend of the house and face of the brand since 2018 and is now making his debut on the design side of the business. The Gucci Ha Ha Ha collection intends to symbolize the convergence of two imaginative minds and an exchange of values and ideas ([see story](#)).

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