

APPAREL AND ACCESSORIES

## Gucci furthers exploration of travel, freedom with playful campaign

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*A Rio de Janeiro tote serves as a memento for those traveling to Brazil. Image courtesy of Gucci*

By NORA HOWE

Italian fashion house Gucci is paying homage to the seasonal summer custom of jetting off to tropical or seaside escapes through its latest resort collection and campaign.

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The house's latest collection of ready-to-wear apparel and accessories features a selection of items dedicated to renewed travel destinations, personalized with colors, trims and a leather tag specific to the location it represents, such as the Hamptons, Hawaii, Capri, Miami and more. To showcase these items, Gucci released a quirky stop-motion film where resort pieces stand out within miniature dioramas.

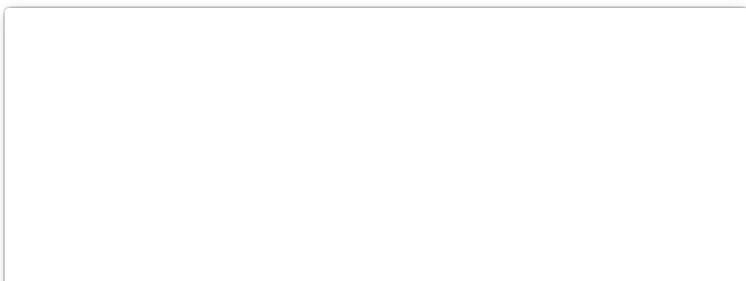
Hang ten

Envisioned by Gucci creative director Alessandro Michele and shot by long-time Gucci collaborator Max Siedentopf, the film depicts a lifesize model sitting among miniature clay moldings in various vacation spots.

Inspired by the idea that beach-goers bring larger-than-life energy to their surroundings, pieces of the collection stand prodigiously within the scene.

Tote bags, sunglasses and other accessories become the landscape, while a lifesize model fashions apparel while observing her tiny clay counterparts.

According to the brand, this creative direction is intended to remind audiences that unexpected stories are still to be discovered even in familiar locations.



[View this post on Instagram](#)

A post shared by @gucci

*Depicting summertime fun, Gucci pieces become the vacation destination themselves*

The Gucci resort collection features a selection of items unique to the world's top travel destinations: Bondi, Bodrum, Cancun, Cannes, Capri, Dubai, Forte dei Marmi, the Hamptons, Hawaii, Ibiza, Jeju, Marbella, Miami, Monte Carlo, Mykonos, Okinawa, Palm Desert, Porto Cervo, Phuket and Rio de Janeiro.

Bags, sunglasses, hats and beach blankets make up the exclusive local product offers, available in their respective destinations, while ready-to-wear pieces and shoes will be available across all resort locations as well as Gucci.com.

Additionally, at the resort destinations, special pop-up shops inspired by beachside cabanas will also showcase exclusive product offerings.

The focal point of the new collection is the GG monogram, which has been reimagined with a zig-zag- patterned background and bright color combinations representative of warmer weather and sunny days.

Inscribed with the name of the city that inspired the palette, each item becomes more than a holiday accessory, but a memento. In doing this, Gucci hopes to expand the narrative of an individual's travel journey.



*Sunglasses rest atop white buildings reminiscent of Santorini. Image courtesy of Gucci*

The collection for men and women ranges from \$465-\$4,700 and is available at select Gucci stores and online.

### Summer of style

While each fashion season provides unique silhouettes, colors and materials, summer is undoubtedly the time when brands and consumers seem to be kicking their shoes off and basking in the carefree nature of the summer.

Prior to releasing its resort collection, Gucci introduced its "Toward the Sun" collection of ready-to-wear pieces and accessories designed for warm weather and sunshine.

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 ([see story](#)).

France's Dior took to the coast with a new podcast episode exploring the house's connection to the immensely popular vacation spot, the French Riviera.

The installment of the A.B.C.Dior podcast series shifts from a pure audio offering to an illustrated video format. Coinciding with summer getaways, the episode dives into the maison's relationship with the coastal destination, dubbed "Dioriviera" ([see story](#)).

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