

APPAREL AND ACCESSORIES

Gucci makes vintage trs chic in C'est L'Amour campaign film

July 27, 2022



A scene from Gucci's C'est L'Amour campaign film. Image credit: Gucci

By AMIAH TAYLOR

Italian fashion house Gucci is merging sportswear and streetwear, launching new items as part of an ongoing collaboration with adidas.

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Gucci creative director Alessandro Michele drew inspiration from the '80s and '90s to create the collection's distinct sporty flair. Details like velvet and snakeskin fabrics and belted jumpsuits playfully ground the collection in the past.

"adidas and Gucci have tapped into their own confidence through design and delivery of their new venture together," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York.

"The result in this collaboration serves three entities equally," she said. "adidas, Gucci and their audience."

Kaleidoscopic aesthetics

The new campaign film is presented by Highsnobiety and represents the ongoing trend of lifestyle magazines and luxury brands collaborating on new projects. Publications like Highsnobiety and Hypebeast have been instrumental in ushering streetwear into the luxury scene.

The tone for Gucci's latest campaign film, "C'est L'Amour," is set by bright uptempo music from the '60s. As Joyce Bennett's "The New Boy" plays, longhaired models run hand-in-hand to a chess table.

Outfitted in his and her polo shirts with distinctive Gucci stripe print collars, the models cheerfully play chess.

The momentum of the high-energy campaign film continues. Two male models dance on the roof of a car in adidas x Gucci v-neck t-shirts and flared jogging pants.

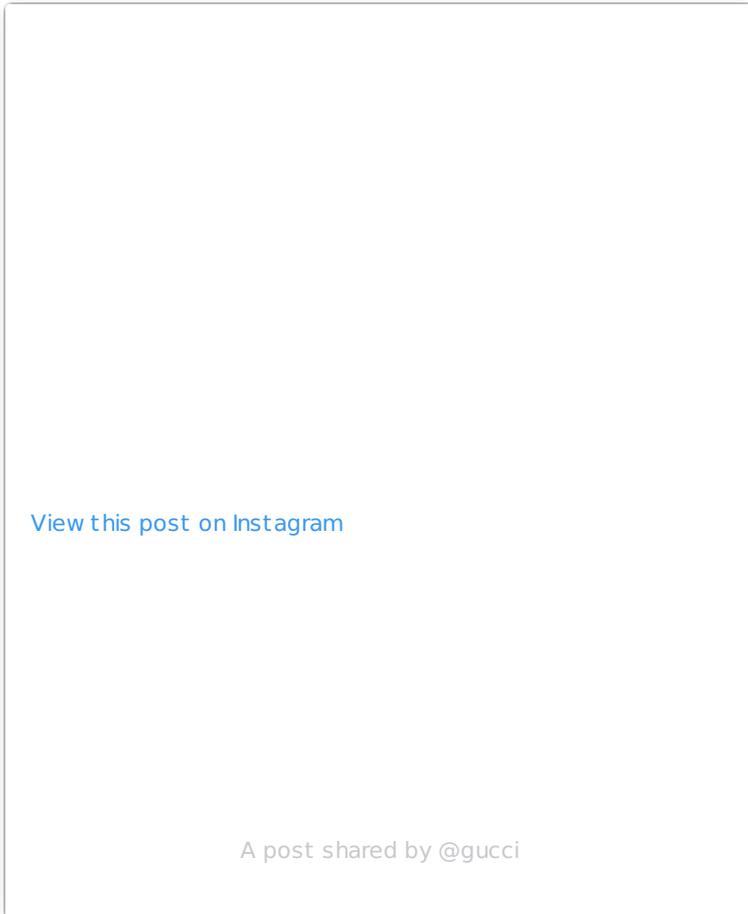
Backlit by an orange-hued sunset, the models embody carefree relaxation as they take in Paris.

Gucci's latest campaign film, "C'est L'Amour"

In another part of the city, a nightclub characterized by neon lights, crystal chandeliers, and adidas wrist stamps awaits. In a sea of rainbow stripes, monogram prints and triangular collars, the models dance.

With arms outstretched and exuberant smiles, men and women move along to the music in leather clogs and Gazelle sneakers.

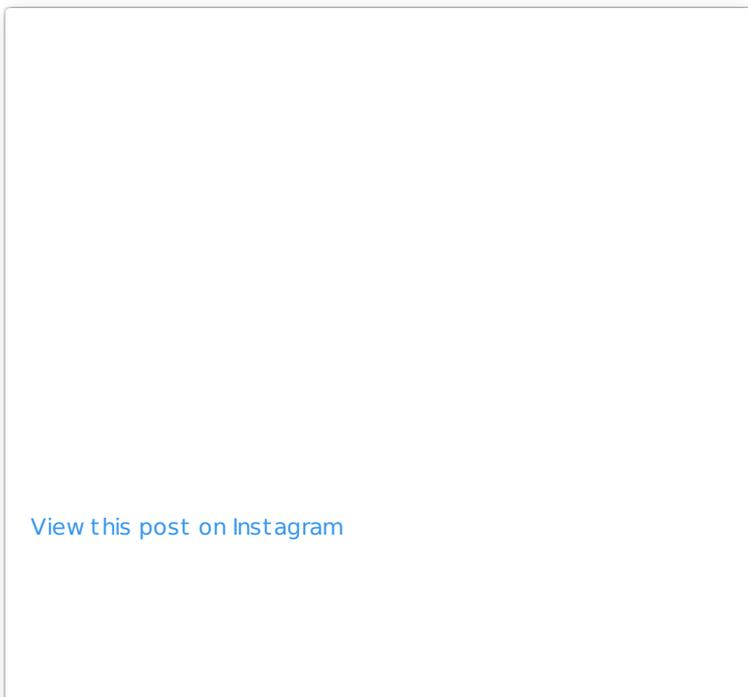
Not unlike a time capsule, the new adidas x Gucci collection campaign film deliberately communicates nostalgia. Small but remarkable details like vintage chess clocks and multicolored ankle socks celebrate a bygone era.



Behind the scenes look at the adidas x Gucci insoles and shoe laces

To draw contemporary consumers into the retro aesthetic, the Italian fashion house crafted pop-up store locations. Gucci erected colorful pop-ups in fashion hubs like New York, Los Angeles, and Dubai to generate excitement around the new collection.

The campaign strategy was successful enough to gain over 10,000 posts under the adidas x Gucci hashtag on Instagram.



A post shared by Emirates Woman (@emirateswoman)

Inside the adidas x Gucci pop-up at Level Shoes in The Dubai Mall. Image credit: Emirates woman

Pivoting from the past

The previous campaign of the adidas x Gucci capsule collection featured models in eclectic leisurewear, and images were shot by photographer Carlijn Jacobs ([see story](#)). The newest campaign film, shot in 16mm film by Reto Schmid, epitomizes retro chic and celebrates the collection from the vantage point of movement.

Gucci's campaign film featured a brief nod to chess in the opening scenes.

The Italian fashion house is in good company. LVMH-owned Cognac brand Hennessy's Wild Rabbit campaign focused on the strategic game as well ([see story](#)).

Hennessy also featured the world's first Black chess grandmaster in their Wild Rabbit ad campaign ([see story](#)).

When it comes to portrayals of diversity, Gucci is no stranger to controversy ([see story](#)). However, in recent years, the Italian fashion house has begun amplifying diversity in a positive way.

Gucci's Chime for Change gender-equality initiative partnered with the African American Policy Forum in 2020 ([see story](#)). Gucci also partnered with Black British actor, Idris Elba, for a new timepiece collection in June ([see story](#)).

As the Italian fashion label continues to make innovative clothes, we can expect continued varieties of distinct patterns on diverse skin tones.

"Today's luxury customers are becoming increasingly selective about the brands they elect to support," Ms. Miller said.

"They are more intentional and are taking the time to align their values and aesthetics to express their persona," she said. "They are moving towards human equality, diversity, inclusiveness, collaboration, sustainability, responsibility, in short, that which aligns with their compass."

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