

WATCHES AND JEWELRY

Gucci ruminates on concept of time with Dive relaunch

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Gucci tapped an artist and creator in highlighting the revamp of Gucci Dive. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is giving a classic watch a sustainable spin in a new campaign.

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With help from mixed-media artist Megan Otnes and creator Avery Ginsberg, as well as nss magazine, the label passively ruminates on the simultaneous expansiveness and fleeting nature of time, in honor of Gucci Dive. The timepiece has been reinvented with new additions that are made from bio-based materials and recycled steel.

"I finally realized that family, time and being is what's really heaven sent," Mr. Ginsberg says in his short film.

Tick, tock, timing

Both vignettes, falling under a titled series "When Time Stands Still," begin with shots of the artists wearing disparate iterations of the Gucci Dive.

Mr. Ginsberg's short film starts out with a shot of an olive-colored Gucci Dive. He fastens it to his wrist and heads out to begin his day in New York.

Mr. Ginsberg enjoys sunrises, farmer's markets and time with friends

Ruminating on the dream he had the night before and the possibilities every dawn offers, he walks to the farmer's market in New York's Union Square neighborhood.

Footage of Mr. Ginsberg and his timepiece traveling on the subway with his friend and their picnic permeates. In between shots of him enjoying the company of a companion and closeups of his watch, the theme of appreciating every moment is solidified.

"Take a moment, move your body, cherish something, be," he says at the end of the film.

Ms. Otnes' vignette also features rumination on New York but begins in a much disparate setting.

Ms. Otnes found time to carve homes for herself in New York and France

With a shot of Ms. Otnes fashioning an ivory Gucci Dive, the film begins with the artist standing on a jam farm in the

north of France.

She explains that while young, her sister always predicted that the artist would be a country girl due to her introverted nature. To push against such a notion, Ms. Otnes challenged herself to move to New York.

After spending several years in the city and traveling to other beloved areas including London, Paris, Milan and Tokyo, Ms. Otnes decided she wanted to make more time for balance. As footage of the artist in every city unfolds, she explains she began to yearn to balance her fast-paced lifestyle with a disparate, restorative way setting.

Thus, she traveled to France, where her days consist of a jam-based breakfast, more jam production, art books, sketching, dog petting and more. Her Gucci Dive is clearly visible in her farm ventures.

Once again, a theme of seizing the opportunities of time is established. Ms. Otnes, similar to Mr. Ginsberg, is utilizing time to take what she needs.

Luckily, she realizes there is time for disparate experiences, fashion and lives.

"If there's any point in my life to experience a bustling city, it's my early twenties," Ms. Otnes says in her vignette.

"I just know that there's a calmer life waiting for me afterwards," she said.

Gucci continues to diversify its timepiece options.

In June, the house contemplated the concept of time with British actor and producer Idris Elba as the face of its newest 25H timepiece collection.

Envisioned by creative director Alessandro Michele and brought to life by MertAlas and MarcusPigott, 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 ([see story](#)).

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