

APPAREL AND ACCESSORIES

Gucci mixes futurism and fairytales in new stunning campaign

August 11, 2022



An image of the character Princess Kaguya from Gucci's latest campaign film. Image credit: Gucci

By AMIAH TAYLOR

Gucci gets extraterrestrial in its newest campaign film, "Kaguya by Gucci," which debuted on Aug. 10 and featured the Bamboo 1947 collection.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Aptly, the film follows a supernatural princess who enchants everyone she meets and carries a distinctive Gucci Bamboo 1947 mini top handle bag. The campaign film, which was directed by Makoto Nagahisa and conceived by Toshihiko Tanabe, fully embodies a bright Neo-Tokyo aesthetic.

"This concept has a strong connection back to the inner child and the aspiration to live vicariously," said Dalia Strum, founder of **ReThink Connect** and professor at The Fashion Institute of Technology, New York.

"The connection to Japanese culture along with the luxury items featured connects to their audience in a whimsical manner," she said. "It's overall an interesting approach that hits on different emotional notes, which is ideally what luxury marketers focus the most on."

Cyberpunk fairytales

The video vignette begins with a line that is both omnipresent and whimsical: "This is a fairytale."

A chic model outfitted in a blazer and fishnet stockings roams the woods at night, as fairytale heroines are wont to do. She encounters a princess, who is ethereal in glittery makeup and resting in an acrylic container like an otherworldly doll.

After exiting her transparent case with a green Gucci Bamboo 1947 top-handle bag, the princess embraces her new friend. Princess Kaguya introduces herself and jests that she comes from the moon.

However, because of the exotic nature of her orange tiered feather skirt, metallic mascara and green lace blouse, the theory seems plausible.

Gucci's newest campaign film, "Kaguya by Gucci," features music from Keiichiro Shibuya.

Princess Kaguya and her new friend form a strong bond, frolicking around the city, taking selfies and laughing.

Despite her newfound bliss and her hesitancy to leave Earth, the princess must return to the moon before sunrise.

A robot with a cyborg-like appearance sings a melodious tune in front of a floral wall as the girls dance.

A male character, Mikado instantly falls in love with the princess. "If I'm a small flying insect. She's the glowing moon herself," Mikado says.

In a new scene, Mikado presents the princess with a gift as a token of his affection.

His present, a pearl-studded branch from Mt. Horai, is met with disdain. As Mikado and the princess drive in a flamboyant pagoda-topped automobile, she casts the pearls away declaring that she doesn't like fakes.

The princess prepares to return to the moon in a long sequined robe, she marvels at the moon atop the Eiffel Tower. As a goodbye gift, the princess drops her green Gucci Bamboo 1947 top-handle bag and tells her friend, "this is for you."

Her new friend defies gravity and runs up the Eiffel Tower to spend a final moment with Kaguya. The gesture moves the princess to tears.

The protagonist awakes alone in the forest among poles of bamboo, left to wonder if her newly forged friendship was a dream. Princess Kaguya's green Gucci bamboo top-handle bag is all that remains.

The film ends in a full circle moment with the phrase, "This is a fairytale."

[View this post on Instagram](#)

A post shared by @gucci

Scenes from Gucci's campaign film, "Kaguya by Gucci"

Targeting Tokyo

Gucci's "Kaguya by Gucci," campaign film is set in a futuristic and magical version of Tokyo. In terms of marketing, appealing to Japanese consumers is an incredibly timely strategy.

According to experts, luxury brands can no longer afford to overlook Japanese consumers ([see story](#)).

As of June 2022, revenue in the Japanese luxury goods market amounts to \$26.4 billion. The market is expected to grow annually by over 7 percent.

One of the luxury brands investing in Japan is Bulgari. The Roman jeweler is slated to open a hotel in Tokyo by the end of the year ([see story](#)).

The fashion and accessories brand also collaborated with a Tokyo-based fashion designer for a limited-edition collection of Serpenti handbags ([see story](#)).

Italy's Bulgari is not alone in pursuing increased visibility in Japan. French cognac brand Courvoisier and Shinji Fukuyo, a fifth-generation chief blender of Japanese whisky house Suntory, debuted a collaborative release in June ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.