

APPAREL AND ACCESSORIES

Gucci shifts movement messaging, encourages mindfulness

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#GucciRun, the brand's latest athleisure offering, features women's and men's sneakers. Image credit: Gucci

By AMIRAH KEATON

Italian fashion label Gucci is cleverly racing ahead, putting leisure back into street style's defining product.

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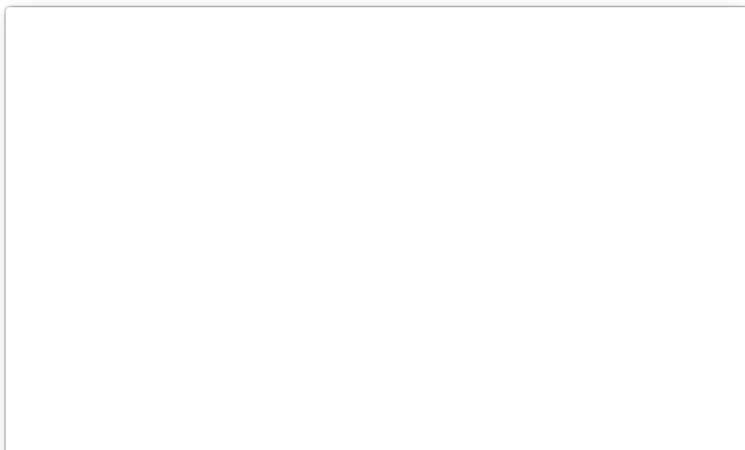
Centered in an ode to stillness and mindful movement, the brand is launching the Gucci Run sneaker with an accompanying campaign that prompts its wearer to take it slow. With "Gucci Run," creative director Alessandro Michele encourages anything but.

Affronting extremes

Fashion's hottest brand is joining in on athleisure's softer side.

Gucci ushers brand fans into a state of infinite flow and an ethereal state of brilliance, arguing that only in moments of pause can ideas thrive.

Gone are the hard-hitting, overdriven visuals of athletes pushing their limits, a formula often followed by athleisure brands seeking to credential themselves. Instead, the LVMH-backed entity proves a meditative mindset is what's in fashion, leading with an approach that asks viewers to grind activity to a halt for creativity's sake.



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In a quick campaign video, the words "Don't Run" appear in silver blobs on screen, amid supernatural transitioning landscapes. There is no narration for the short graphic, but rather, colorful imagery and surround sound.

The campaign touts relaxing imagery and serene windchimes, in a style reminiscent of viral ASMR videos.

Messaging runs with this concept, bringing to users' attention that famed physicist, sir Isaac Newton, made his discovery of gravity's laws while resting under a tree via a site landing page, exemplifying the value of sitting still and proving that the path to flow is paved with peaceful intentions.

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The collection, which includes sneaker options for both men and women, features a range of prints and patterns in technical knit fabric and bi-color soles, with designs inspired by the sporting world. Gucci's standout logo has been, of course, craftily placed upon the sneaker's side.

The brand's two-worded intention stretches beyond product and into mindset territory, cementing a new layer into its experiential identity.

Movement of the mind

Completed by the hashtag #GucciRun, Gucci's latest launch reads more "self-help" than "sale", in a strategic move to capitalize on the luxury industry's obsession with wellness.

Across sectors, brands are moving on mindfulness. In fashion's retail landscape, French department store Galeries

Lafayette debuted a new shopping space in April dedicated to wellness in response to changing consumer attitudes, transforming 3,000 square meters, or about 3,200 square feet, of the ground floor of its main "Cupola" building into a wellness destination ([see story](#)).

On the travel front, new findings from high-end hospitality network Virtuoso revealing upscale travel trends among the affluent pointed out that trips with a wellness focus were its sole category of growth at 24 percent this year, from 2021's 13 percent, in terms of what lies on the itinerary for globetrotters en route to luxury dwellings ([see story](#)).

This realm of self-care is ever evolved, as luxury brands across sectors enter the space to reimagine what the concept means and what it could possibly entail. A demanding world does not often make self-care easy or attainable, which is why several brands are regularly building this kind of programming into their offerings. ([see story](#)).

Selling wellness is a heavily emotive pursuit, one that may be particularly fitting in times of global turmoil.

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