

APPAREL AND ACCESSORIES

Gucci, Kai spotlight fall-centric fashion in new effort

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The movie encapsulates Gucci's stylish and celebratory ethos, as Kai spotlights the Ophidia duffel. Image credit: Gucci

By KATIE TAMOLA

Italian fashion label Gucci is frolicking to fall with help from brand ambassador and South Korean singer, Kai.

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In an uplifting and jubilant vignette, the label ushers consumers into a new season of looks to be enjoyed while taking in fall foliage. The ambassador carries a Gucci Ophidia duffel throughout the short film, fostering a theme of adventure and travel that consumers can embrace while also channeling the brand's heritage.

"The Gucci Homecoming vignette is the perfect mix of nostalgia and boundary crossing combined in a highly desired scenario: Going to the countryside for the weekend in the fall," said Thoma Serdari, author of *Rethinking Luxury Fashion* and director of fashion and luxury MBA at [NYU Stern](#), New York.

"In addition to having showcased the Ophidia duffel, a landmark of Gucci craftsmanship and branding, this short teaser incorporates a variety of universal signs of optimism and innocence, represented in the video by the yellow bus the escape vehicle, the Gucci-clad passenger the potential adventure accomplice, the close up of Kai's hand caressing the green fields the familiar gesture that speaks to everyone and the protagonist's outfit a gentle nod to an inclusive, non-binary wardrobe made of iconic staples.

"It is all new mixture of moments written in memory, except they will happen in the future for all the Gucci loyal shoppers."

Fall fun and fashion

Kai, born Kim Jong-in, is a South Korean singer, model and member of the music group Exo. He debuted as a Gucci ambassador in 2019 and has worked with the label on several campaigns.

In the new series entitled "Gucci Homecoming," the campaign vignette opens with Kai slowly dancing, with his Gucci Ophidia duffel in tow, as he waits for a bus.



[View this post on Instagram](#)

A post shared by @gucci

Kai has worked with Gucci since 2019

There is a palpable yet subdued excitement inherent in his body language.

When the bus arrives, a makeshift fashion show unfolds, as the ambassador dances and glides down the interior of the vehicle in Gucci looks. A fellow passenger, in an ivory hat and striped blazer, looks on.

The next scene spotlights nature, the film's ultimate supporting character, as Kai literally stops to smell the flowers. Smiling contently, he holds his nose to a bunch of small white and yellow bunch.

The next shot tracks the singer, still holding flowers, walking to a tree. Under the tree, he smiles and once again smells the environmental gift.

As Summer subtly turns into Fall, Global Brand Ambassador [#KAI](#) is captured in a special photo series entitled 'Gucci Homecoming' in which he takes off with the travel-ready [#GucciOphidia](#) duffle in hand to escape the city and return to a place set to a slower pace. pic.twitter.com/zCN7CHihua

gucci (@gucci) August 28, 2022

So long summer, Kai is helping welcome fall

Now nighttime, Kai looks quite pleased as the film comes to an end, bringing together a day of travel, fashion and nature.

Although a quick film, the movie encapsulates Gucci's stylish and celebratory ethos, as Kai spotlights the Ophidia duffle and a new selection of ready-to-wear, sneakers and more that are designed to be enjoyed during the fall season.

Luxury storytelling

In its latest campaign vignette, Gucci weaves a tale of fall fun and fashion. In the past several months, the Italian fashion label has taken its campaigning to new levels of narrative storytelling, spotlighting its offerings in thoughtful ways.

Earlier this month, Gucci went extraterrestrial in its campaign film, "Kaguya by Gucci," which debuted on Aug. 10 and featured the Bamboo 1947 collection.

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 ([see story](#)).

Also earlier this month, Gucci gave a classic watch a sustainable spin in a new campaign.

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 ([see story](#)).

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